



Aadrika Umashankar

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Summary

SaaS implementation and consulting professional with 4.6 years, owning and growing **\$100,000+ in client portfolios** across structured enterprise and lean startup environments; from global technology firms to boutique consulting practices. Proven expertise in translating business challenges into technical architecture, while managing multi-stakeholder relationships.

Professional Experience

Project Director | Mirror Advisors | Remote

Jul 2025 - Feb 2026

- Co-designed the shift from hourly billing to a subscription model (Infinity), driving **\$100K+** in revenue within **2 months** and lifting **client retention** from **60% to 90%**.
- Drove a **unified task engine and analytics dashboard**, showcasing project statuses and developer progress, from concept to live launch for clients and developers, delivering **90% SLA adherence** across complexity tiers.
- Drafted and refined Master Service Agreements across bank of hours, feasibility, and subscription engagement types, cutting **contract revision cycles** from **4 to 2** through a defensibility focused rewrite process.
- Designed an **executive reporting suite** for the Founder covering client requirements, task status, utilization, renewals, and revenue views, cutting manual data pulls from **10 hours to 0.5 hours a month**.
- Owned Zoho One ecosystem administration and designed **RBAC** with differentiated access profiles by role and trust level.
- Accelerated new developer time-to-productivity by **40%** through **reusable migration playbooks** and a **restricted-access training workflow** within the task engine, reducing ramp time from **2 weeks to 1-1.2 weeks**.

Business Solutions Consultant | 3DM Luxury and Lifestyle LLP | New Delhi, India

Jan 2025 - Jul 2025

- Directed a **7-month digital transformation** as sole consultant for a luxury SME, leading end-to-end rollout of **4 integrated Zoho platforms** across sales, inventory, and accounting while reporting to the Founder's Office.

Implementation Consultant | Zoho Corporation | Chennai, India

Jul 2022 - Dec 2024

- Owned the full implementation lifecycle for **100+ engagements** over **2.5 years**, driving requirement gathering, documentation, and sign off end to end.
- Secured a healthcare diagnostics deal through direct C-suite engagement with CEO, CFO, and CMO stakeholders, closing **USD 30,000+** in implementation revenue and **USD 34,200 ARR**.
- Sustained **70%+ CSAT** and **2+ referred leads per quarter** with **20+ testimonials** over **2.5 years**, earning expanded ownership of Europe and US EST accounts.
- Spearheaded implementation deal closures for **3+ Indian enterprise multi-product suite deals**, each with a **TCV of ₹1 Cr+** across multi-year contracts, covering **75+ user rollouts** across multiple milestones.
- Authored a **40+ clause governance framework** and revamped the team's SOW template, legally validated, cutting scope related escalations **15%** with full team adoption in **2 months**.
- Led a **7 department** workflow mapping exercise under a **4 hour deadline**, securing a competitive displacement win over Salesforce worth approximately **USD 33,300 ARR**.

Advanced Analyst | EY GDS | Bengaluru, India

Jan 2022 - Jul 2022

- Processed US tax notices, including categorization, extraction, and data migration requests within SLA timelines.
- Trained **20+ new team members** on operational workflows and quality standards, strengthening knowledge-transfer efforts.

Management Trainee | IdeaRX | Chennai, India

Jun 2021 - Dec 2021

- Evaluated sales workflows and recommended improvements in healthcare group-purchasing to enhance lead tracking.

Education

B.E. Production Engineering – Madras Institute of Technology, Anna University | Chennai, India

Accomplishments and Awards

- Promoted from Project Manager to Project Director in 3 months, absorbing the Director of Implementation's full portfolio during org restructuring
- Received written appreciation from the Managing Partner of a Netherlands based consultancy for real time solutioning
- Received Gold Standard, the highest rating, across leadership, quality and risk management in EY's FY22 LEAD Feedback from two senior reviewers

License & Certifications

- McKinsey Forward Program | McKinsey.org

Co/Extra-curricular

- Elected Class Representative (PGPX) - 2026-27
- Elected Placement Advisory Coordinator, MIT Anna University (2020 to 2021), guiding junior students through one on one sessions and training meetings