



Dhruv D Shah

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Summary

Design strategy leader with 5+ yrs scaling 4M+ sqft portfolios & ₹750Cr+ CapEx. Proven in 0-1 product launches, corporate rollouts & cross-functional leadership. Skilled in data-driven GTM strategy, revenue optimization & multi-market portfolio expansion.

Professional Experience

Team Lead, Product | WeWork India | Bengaluru

- Directed a 10-member cross-functional team in the design and execution of a 1M+ sq. ft. commercial real estate portfolio, overseeing a total capital expenditure budget of ₹450+ Cr.
- Formulated the Workplace Solutions (WPS) strategy to standardize enterprise workspace delivery; launched a 3-tiered offering (Premium, Regular, Lite) that cut projected internal CAPEX by 30%.
- Developed the 'Cost of Creativity' framework by conducting a variance analysis on 80+ Bills of Quantities; modeled fixed vs. variable per-sq.-ft. costs to establish the financial baseline for the 3-tiered WPS strategy.
- Pioneered AR-driven 'Phygital' interfaces for artworks across 8 assets; unlocked new B2B and D2C monetization channels; generated 3000+ unique D2C scans.
- Deployed an automated deliverable-tracking system for the Product division; synchronized Airtable inputs directly with Google Calendar to eliminate redundant touchpoints, saving 160+ man-hours per month.

Senior Associate, Product | WeWork India | Bengaluru

- Expanded premium and budget market coverage by developing 2 new product lines from market and break-even analytics. Reduced CapEx & OpEx by 12% and resized premium TAM by defining product strategy and leading cross-functional GTM.
- Developed the end-to-end lifecycle of 8 commercial assets spanning 700k+ sq. ft. managing a cumulative CapEx of ₹190 Cr.
- Spearheaded the market-entry and product strategy of 2 new macro-markets (Chennai and New Delhi).
- Established scorecards for 20+ vendors, tracking quality and spend; exited underperformers to cut defect escalations by 40%.
- Standardized technical blueprints and instituted compliance audits for furniture vendors to achieve 99% order accuracy.
- Converted 25% of furniture portfolio to sustainable materials at cost-neutral, greening 7 assets through local supply at scale.

Associate, Product | WeWork India | Bengaluru

- Co-developed the end-to-end lifecycle for 4 assets spanning 400K+ sq. ft. with a cumulative CapEx of ₹150 Cr.
- Collaborated with cross-border design teams in New York and London to unify global design standards.
- Spearheaded the design and execution of tailored flexible offices for Fortune Global 500 clients, including Amazon, Commonwealth Bank of Australia, and MSD, securing a profit premium of ~₹200/sq. ft.
- Reduced signage design time to one-third with a solo-built Airtable wayfinding system auto-generating print-ready templates. Eliminated consultants by standardizing constraints, placement, and audits across 20+ buildings.
- Reduced Design rollout timelines by 40% by co-building a lighting automation and spatial layout tools.

Intern(Full-time), Interior Design | WeWork India | Bengaluru

- Coordinated design alignment for the 'Capital Improvement Program' across 20+ mature assets (2M sq. ft.); Collaborated cross-functionally to optimize space utilization and refurbishment, driving ₹6 Cr in annual OpEx savings.

Partner | Shah Decorators | Chennai

- Spearheaded the Bangalore micro-market expansion by scaling operations and driving 30% revenue growth in FY2020-21.
- Managed Annual Maintenance Contracts for commercial painting services with World Bank, Caterpillar, etc.
- Architected a warehousing market-entry strategy via a 10,000 sq. ft. greenfield pilot facility; generated immediate rental yields while gathering on-ground operational intelligence.

Education

B.Arch – National Institute of Technology, Tiruchirappalli | India

Accomplishments and Awards

- Promoted thrice in four years at WeWork India, for scaling asset portfolio and deploying new product lines.
- Winner, Best coworking space, ET Realty DesignScape- Won the national award for WeWork Olympia. Role: Lead Architect.
- Winner, Best Design Project, Design India- Won the national award for WeWork Embassy One. Role: Lead Architect.
- Winner, WeWork Annual Awards- Received from the chairman of Embassy Group for achieving highest ROI at an asset level.
- Honorable Mention- “120 Hours Design Competition” by Oslo School of Architecture; 2019 edition- International Level.

License & Certifications

- Initiating and Planning Projects, University of California, Irvine (online)
- Excel Skills for Business: Advanced, Macquarie University, Sydney

Co/Extra-curricular

- Captain of the WeWork cricket team. Winner- Embassy Cricket League 2024- National Level.
- Democratically elected Secretary and Vice President of the Architectural Students Association (ASA). Acting as the bridge between the Students and the professional and academic community- College Level.
- Manager, Marketing- NIT Trichy’s Festember Marketing Team (2019). Spearheaded corporate outreach across 200+ potential partners; clinched ₹10L in funding for a premier national fest with 18k+ attendees.
- Overall Coordinator of Archcult-19, NIT Trichy’s 5000+ footfall architecture symposium- National Level.
- Wrote, directed, and acted in award-winning plays during NITTFEST-NIT Trichy’s intra-college event.
- Secured a youth scholarship to participate in the Goethe PASCH Jugendkurs(2014) at Schlitz, Germany for the A2 German language and culture certification program. A cohort of ~50 students from 12 different countries.