Dhruv D Shah

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Summary

Strategy & Enterprise Transformation leader with 5+ years of experience leading **0-to-1 market entries, operating model redesigns**, and **₹750Cr+** capital allocation portfolios across global teams. Proven track record advising C-suite stakeholders on **cost modeling, GTM strategy, and AI/agentic workflow automation** to drive margin expansion.

Professional Experience

Team Lead, Product | WeWork India | Bengaluru **Sep'24 - Mar'26**

- Directed a 10-member cross-functional team in the delivery of a commercial portfolio worth **₹450+ Cr** CapEx.
- Formulated the Workplace Solutions(WPS) strategy in collaboration with C-Suite to standardize **enterprise delivery model**; launched a 3-tiered offering (Premium, Regular and Lite) that cut projected internal budget by **30%**.
- Developed a **CapEx rationalisation framework** by conducting a variance analysis on **80+** procurement datasets; modeled fixed vs. variable costs to establish the financial baseline for the 3-tiered Workplace Solutions (WPS) strategy.
- Conceptualised and scaled a **GenAI-enabled internal knowledge hub** (leveraging LLMs and agentic workflows) to synthesize disparate datasets across the product team; achieved 92% adoption **saving 400+ hours** across 2500+ queries.
- Co-directed a **design-thinking summit** with the CSO for **8 CXOs** yielding 2 initiatives approved for immediate rollout.

Senior Associate, Product | WeWork India | Bengaluru **Apr'23 - Sep'24**

- Expanded premium and budget market coverage for the Co-working segment 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.
- Spearheaded an AI-driven automation workflow, capturing ₹20L+ in annualized OPEX savings by bypassing 3 FTE hires.
- Deployed an **automated deliverable-tracking system** for the WeWork India Product division; synchronized Project Management tools directly with Google Calendar to eliminate redundant touchpoints, saving **160+** man-hours per month.
- Established scorecards for 20+ vendors tracking quality and spend; exited underperformers to cut defect escalations by **40%**.

Associate, Product | WeWork India | Bengaluru **Apr'21 - Apr'23**

- Collaborated closely with cross-border teams in **New York and London** to develop the post-deal lifecycle of 4 commercial facilities worth a cumulative ₹150 Cr in CapEx through unifying India-Global design standards.
- Drove 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 asset design time by **67%** and eliminated external consultant dependency across 20+ facilities with a **solo-built Airtable automation system** that standardized constraints, deployment logic, and audits.

Founding Member | Ember (Parallel Venture, Non-incorporated) | Bengaluru | 2024

- Spearheaded the **monetization strategy** and mapped a **225M-user** TAM; projected a $711M ARR target (post 10% market share capture) and synthesized SME market insights for investor pitch. Secured a **Y Combinator (S24)** 10% shortlist.
- Orchestrated **0-to-1 GTM** strategy by translating primary consumer UX research into behavioral personas to map user journeys; secured early enterprise adoption by closing Letters of Intent (LoIs) with SME B2B partners.
- Defined product architecture for a **salary-linked micro-credit** model on UPI; Strategized employer HRMS **integration logic** and bank partnership models to optimize underwriting efficiency and customer acquisition.

Education

B.Arch – ***National Institute of Technology, Tiruchirrappalli*** | *India*

Accomplishments and Awards

- Promoted thrice in four years (Intern-team lead) at WeWork, for scaling asset portfolio and deploying new product lines.
- Two-time National Award Winner for executed projects. Awarded by ET Realty and Design India.
- Received "Ka-Ching" award (2023) from the chairman of Embassy Group for achieving the highest ROI on a project.
- Secured a scholarship to participate in the Goethe PASCH Jugendkurs at Schlitz, Germany for the A2 German language and culture certification program. A cohort of ~50 students from 12 different countries.

License & Certifications

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

Co/Extra-curricular

- Cell Head- Corporate Communications (Sponsorships) for Chaos'27- IIM Ahmedabad- A 80,000 footfall event.
- Captain of the WeWork cricket team. Winner- Embassy Cricket League 2024- National Level.
- Overall Coordinator of Archcult-19, NIT Trichy's 5000+ footfall architecture symposium- National Level.
- Elected Vice President- Architecture Students Association; liaised between academia and industry stakeholders (2019-2020).