



Kanwar Ujjwaldeep Singh

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Summary

Impact driven leader with 5 years across product, growth, and SME consulting. Built and scaled 0-to-1 products, led cross-functional teams, and drove revenue growth through partnerships, process design, and data-driven decision-making.

Professional Experience

Senior Manager – Product and Growth | Adonmo | Hyderabad

- Grew Dealzy's B2C Gift Cards to ₹138 Cr in annual revenue within a year by driving product, partnerships, and growth initiatives
- Launched a corporate gifting and engagement vertical, **contributing 10%+ to monthly revenue** by Aug'25
- **Improved contribution margins by 50%** by negotiating exclusive partnerships with flagship brands like More Retail and MakeMyTrip
- **Drove 10%+ of new user acquisition** and repeat purchases by launching referral and milestone rewards to boost retention and engagement.
- **Saved 2 hrs of manual reconciliation** per cycle (now <1 min) by automating sales reconciliation with vendors through Google Apps Scripts, enabling faster partner settlements.

Manager – Product and Growth | Adonmo | Hyderabad

- Launched Dealzy's initial product in 4 months, onboarding 200+ brands and designing core product flows and backend systems.
- Improved **sign-up to purchase conversion from 23% to 52%** in 3 months by simplifying onboarding and adding trust-building features.
- Achieved **10x growth in organic website traffic** within 5 months by guiding the growth lead on SEO-led content campaigns.
- **Reduced fraud transaction rate from 4.95% to 0.5% in 4 months** by designing a risk management system and coordinating implementation with tech and operations.
- **Delivered 30% MoM active user growth** through targeted user acquisition campaigns executed via paid media with the growth team.
- Designed and deployed a customer support system on Zoho Desk, **driving 90%+ ticket resolution within 24 hours**.

Program Manager 1; Associate Program Manager | Adonmo | Bengaluru

- Led CRM design and implementation, **reducing lead conversion time by 10%**. Designed Sales KPIs and Reporting for the Leadership Team.
- **Enhanced inbound sales team's closure rate by 25%** through building automation for lead capture from various inbound lead channels.
- **Achieved 139% year-on-year programmatic revenue growth** by growing digital advertising partnerships with a 5-member team
- Generated **₹1 Cr in annual recurring revenue** by securing programmatic advertising tie-ups with partners like Hivestack and Lemma
- Designed SOPs and Manuals, boosting efficiency and minimizing errors in programmatic campaign execution
- Designed and Implemented a 360-degree feedback system for the leadership team.

Senior Associate; Associate | Vellom Infotech | Jalandhar

- Built an inventory management system for a fasteners client, enabling real-time visibility and liquidation of ₹2 Cr+ unused stock
- Improved on-time order fulfilment rate from 60% to 80% by introducing a production planning system for a rubber hose SME
- Launched HR recruitment vertical at Vellom, growing it to ₹4 Lac monthly revenue with a 2-member team
- Delivered ₹3 Lac monthly savings by re-engineering the raw material purchase workflows at a fasteners client

Education

BTech (Computer Science and Engineering) – *DAV Institute of Engineering & Technology* | Jalandhar

Accomplishments and Awards

- Fast-track promotion from APM to PM 1 within 5 months at Adonmo
- Awarded Big Huddle Award at Adonmo (2025) for exceptional performance in scaling Dealzy.

Co/Extra-curricular

- Elected Secretary of IIM Ahmedabad's Fests Committee managing over 200+ members, spearheading the institute's flagship business and cultural fest
- Selected among 500 of 20,000 applicants for Jagriti Yatra (2022) — a 15-day, 8,000 km train journey across India engaging with leading entrepreneurs on enterprise-led development
- Trained NGO staff on data analysis and built dashboards at Edumust (Non-Profit), impacting 1,200+ government school students.