



Kanwar Ujjwaldeep Singh

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Summary

Product & Growth leader with 5+ years building and scaling digital businesses across startups and SME consulting. Built and scaled products and new businesses from 0-to-1, owning P&L and leading an 8-member cross-functional team.

Professional Experience

Senior Manager – Product and Growth | Adonmo | Hyderabad

11 months

- Built and scaled Dealzy's B2C Gift Card business from ₹0 to ₹138 Cr in FY25-26, owning P&L and leading an 8-member cross-functional team; drove growth through customer-led product development, user research and multi-channel growth.
- Launched and scaled Dealzy's corporate gifting vertical, building its product and operating processes from the ground up; grew it to 10%+ of monthly revenue by Aug'25.
- Improved overall contribution margins by 50% by leveraging Dealzy's captive audience to secure exclusive, higher-margin commercial partnerships with flagship brands including More Retail and MakeMyTrip.
- Redesigned and automated partner reconciliation, replacing manual Excel-based data cleaning and mapping with a systematic workflow; reduced reconciliation time from 2 hours to <1 minute and enabled faster receivable settlement

Manager – Product and Growth | Adonmo | Hyderabad

11 months

- Built Dealzy's initial product from 0 to launch in 4 months, building the team and product from scratch, using a customer-led approach to prioritise product development and onboarding 200+ brands through key gift-card distributors.
- Improved sign-up to purchase conversion from 23% to 52% in 3 months through user interviews and A/B testing, simplifying the customer journey and educating users on gift-card savings through UX, tutorials and trust-building features.
- Drove 10x growth in organic website traffic in 5 months by developing and executing the end-to-end SEO strategy; leveraged Google Shopping and high-intent content to rank among the top 5 for high-volume keywords.
- Reduced fraud from 4.95% to 0.5% of overall GMV in 4 months by conducting a cross-functional RCA and designing a risk-management system covering KYC, behavioural monitoring, automated abuse detection and transaction controls.
- Built a customer support system by restructuring user issues into standardised categories and implementing Zoho Desk with SLA workflows and a chatbot; onboarded a support associate and achieved 90%+ ticket resolution within 24 hours.

Program Manager 1; Associate Program Manager | Adonmo | Bengaluru

17 months

- Designed and implemented a CRM for 100+ sales personnel, mapping the sales process to address lead visibility and response delays; achieved 100% adoption within a month and reduced lead conversion time by 10%.
- Built Adonmo's programmatic ads business, coordinating a 5-member Design & Ops team to establish SSP partnerships including Lemma and LMX; designed execution SOPs and drove 139% growth in business volume in FY24 vs FY23.
- Led integration of the Outdoor Performance Measurement Platform (OIS), facilitating Reliance Brands' onboarding onto Adonmo's programmatic DOOH platform and driving 64.5% growth in their business volume.

Senior Associate; Associate | Vellom Infotech | Jalandhar

23 months

- Launched Vellom's HR recruitment vertical based on recurring talent requirements from consulting clients; built the business model and end-to-end processes, reaching ₹4L monthly revenue within 6 months with a 2-member team.
- Built an inventory system enabling real-time visibility and liquidation of ₹2 Cr+ dead inventory for a fasteners client.
- Delivered ₹3L monthly savings by re-engineering raw-material procurement to address duplicate purchases, over-ordering and poor inventory visibility through digitised workflows and stage-wise controls.

Education

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

Accomplishments and Awards

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

Co/Extra-curricular

- Elected Secretary, IIMA Fests Committee: Managed 200+ members, spearheading the institute's flagship business (TRBS) and cultural fest (CHAOS).
- Jagriti Yatra (2022): Selected among 500 of 20,000 applicants for a 15-day, 8,000 km journey across India, living and travelling on a train with entrepreneurs and social innovators.
- Edumust(Non-Profit): Trained NGO staff in data analysis and built dashboards, impacting 1,200+ govt. school students.
- Travelled solo across Turkey, the Netherlands, Germany and Czech Republic