



Oshin Anna Shaji

E-Mail: x26oshins@iima.ac.in Mobile: +91 9600678868 LinkedIn: [linkedin.com/in/oshin-anna-shaji](https://www.linkedin.com/in/oshin-anna-shaji)

Summary

Economics graduate with 5+ years across AI data, healthcare, ed-tech, and impact-adjacent sectors, working at the intersection of partnerships, product development, and portfolio management. Track record of scaling data collection, building learning products, securing corporate partnerships, and managing large donor-funded and government-backed programs.

Professional Experience

Senior Manager - Project Management | Karya | Bengaluru

- Led end-to-end product development of Conferencer, a first-of-its-kind in-app voice calling feature enabling workers to record and monetise conversational data; designed the full product flow covering topic selection, in-app call setup, call recording, worker verification, payment disbursement, transcription, annotation, and tagging and ran UX/UI iterations.
- Collected 6,000+ hours collectively across other Indic languages, success directly led to winning two new contracts with a requirement for 65K hours of speech data collection, building the off-the-shelf conversational data catalogue of 100K hours.
- Designed and implemented a multilingual conversational data validation pipeline covering audio integrity checks, speech-to-noise ratio, clipping detection, ASR transcription, language mismatch detection, PII scrubbing, toxicity checks, and per-speaker gender detection, and an end-to-end WhatsApp broadcast strategy for worker mobilisation across projects to set up chatbot flows, WhatsApp triggers, and the full funnel from broadcast to app engagement.
- Led the health data collection project with ASHA workers, designing the collection budget and scale-up plan (30-hour pilot scaling to 300 hours across 144 ASHA workers), overseeing worker outreach and training, monitoring, payments, audio review, dialect separation, and transcription across Hindi and Kannada.
- Supported Project Vaani 2.0 (Google, IISc) contributing to one of India's largest speech datasets across 35+ Indic languages.
- Managed end-to-end execution of multiple data collection projects, including video collection and pronunciation recording across Indic languages for Vaani project in partnership with Google; delivered \$120K in revenue with timely delivery.

Senior Analyst - Healthcare | Villgro | Bengaluru

- Served as investment manager for a \$2M USAID-funded Yash Entrepreneurs Program, a blended finance accelerator focused on Sexual and Reproductive Health innovations in India; across 3 years, supporting 18 enterprises across 2 cohorts.
- Conducted financial and business due diligence for 18 portfolio companies; structured blended finance instruments, including FLDG and impact-linked funding, enabling \$150K in structured financing.
- Facilitated \$7.2M in follow-on fundraising across the portfolio and contributed to portfolio outcomes of ~\$12.75M in revenue unlocked, 12.3 million end beneficiaries, 459 direct jobs, 3,143 indirect jobs and 19 GTM partnerships across the portfolio with Zomato, National Health Authority, and Tata Steel.
- Executed Tanseed 3.0, a TANSIM grant program for 22 startups, handling due diligence, grant disbursement, and mentoring; generated INR 28 Cr revenue and INR 33 Cr follow-on funding against INR 3.5 Cr seed input, impacting 21K lives.
- Managed 15 startups under the DST NIDHI Social Accelerator; delivered end-to-end support across due diligence, technical assistance, and investor readiness; portfolio raised INR 15.48 Cr in follow-on funding.
- Supported the MoHUA-AFD Swachhata Startup Challenge (Ministry of Housing and Urban Affairs + AFD), a program awarding INR 25L grants and up to INR 50L follow-on investment to top 10 startups in sanitation and waste management.

Analyst | Khan Academy | Remote

- Led end-to-end product development of two first-of-their-kind WhatsApp-based learning products for Khan Academy India, working with Gupshup to design the full user flow: opt-in/opt-out journeys, message timing, content sequencing, and delivery.
- Launched learning program for with Swiggy, reaching 15,681 users in 3 months; achieved 2x increase in learner redirections to Khan Academy platform and co-led closure of the Unilever India partnership, reaching 12K gig workers; managed end-to-end funnel from partner outreach to learning completion, 251K+ learning minutes, and 32% course completion rate.
- Co-designed and managed Zomato Paathshala, an online learning program for delivery partners' children, reaching 70K+ unique users with 1.7 lakh learning sessions and a 25% active engagement rate along with partnerships with Sarovar group and Awign contributing to a cumulative corporate reach of 250K+ learners.
- Ideated and co-developed the Khan Academy x Duolingo partnership to offer an English & Math program to gig workers.
- Led user research and impact studies across all learning programs, synthesising learner insights and data to support senior leadership in funding pitches; also supported the philanthropy team on donor research, pipeline management (219 prospects), and drafting grant applications for funders including SBI, HDFC, Kotak, and Tata Trusts.

Program Associate | The Smart Owl | Remote

- Worked closely with CEO to develop marketing plans, including identifying target markets, conducting competitive analysis, and defining SMART goals
- Converted 300+ leads and provided onboarding and training support to tutors and learners.
- Identified and onboarded new customers, promoted services, and built direct relationships with account holders; also managed and maintained the CRM to track leads and assess the effectiveness of sales and marketing strategies.

Education

MA Economics – <i>University of Hyderabad</i> India	2018 - 2020
BA Economics – <i>Madras Christian College</i> India	2014 - 2017

Accomplishments and Awards

- Received a 25% tuition fee waiver as an Entry Scholarship for the IIMA PGPM Program.
- One of the first Project Managers hired at Karys; designation recalibrated to Senior Project Manager within 3 months.

License & Certifications

Excel skills for Business, Advanced, Macquarie University, Australia

Statistics and Accounting, IIM Ahmedabad

Co/Extra-curricular

- Served as Cultural Coordinator and Sponsorships Head for Madras Christian College's flagship fest, Deepwoods (2016-17), managing event programming and corporate sponsorships.
- Trained in Hindustani and Carnatic classical music, with a foundation built over years of formal training.
- Awarded 2nd position in the State-level Delhi School Sports & Activities Competition for Patriotic Group Song, under the Directorate of Education, Govt. of NCT of Delhi.
- Won 2nd prize at the Inter-School Musical Competition for the "Vande Mataram" Rolling Trophy, hosted by Gandhi Smriti and Darshan Samiti.
- Won Best Team Trophy at Sur Lehari, an inter-school group song competition hosted by St. Thomas' School.
- Secured 2nd place at Dionysia, an inter-collegiate theatre competition hosted by Margaret Hall, Madras Christian College.
- Worked as a campus reporter for Onmanorama (The Week) for a year, writing articles, stories and opinion pieces
- Served as a volunteer for the Organising Committee of Bangalore Literature Festival 2024