



Oshin Anna Shaji

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Summary

Five years building partnerships and backing early-stage companies across AI data, healthcare and ed-tech. Track record of opening distribution channels that clients could not reach alone, from gig-worker platforms to national health systems.

Professional Experience

Senior Manager - Project Management | Karya | Bengaluru

Jan 2025 - Mar 2026

- **Spearheaded Conferencer**, a first-of-its-kind in-app voice product, from concept to production in **4 months** with a **6-person** team; the **6K hours** it collected won two new contracts worth **65K hours** and seeded a **100K-hour** sellable catalogue
- Built the off-the-shelf conversational data catalogue: identified helpline and customer-service operators for conversational speech, pitched the model and **closed 2 partners** willing to sell **85K hours** of consented conversation
- **Scaled** a health data project **10x**, from **30 to 300 hours** across **144 ASHA workers**, owning budget, training and payments
- Designed and implemented a multilingual conversational data validation pipeline covering audio integrity checks, alongside an **end-to-end WhatsApp broadcast strategy** for worker mobilisation across projects
- Led cross-functional coordination as the bridge between operations, tech and sales, running daily ticket resolution, coordinating app testing across iterations, and protecting live projects from competing bandwidth demands
- Drove concurrent data collection projects on **3-7 day turnarounds** to prove collection scalability to prospects, and established the processes of budget tracking, risk registers and resource allocation for projects across **35+ Indic languages**
- **Delivered \$120K** in revenue across Indic language collection projects for Google, including Project Vaani 2.0 with IISc

Senior Analyst - Healthcare | Villgro | Bengaluru

Nov 2022 - Dec 2024

- Led a **\$2M** USAID-funded blended finance accelerator focused on Sexual and Reproductive Health innovations in India, managing it across **3 years** and **2 cohorts**, running diligence, disbursement and support for **18 healthcare companies**
- **Drove** portfolio outcomes of **~\$12.75M** in revenue unlocked, **12.3 million** end beneficiaries, **459 direct** and **3K+ indirect jobs** created; **enabled 19 GTM partnerships** with companies including Zomato, National Health Authority, and Tata Steel
- Structured **blended finance instruments** (first-loss guarantees, impact-linked funding), **unlocking \$150K** in financing
- Ran Tanseed 3.0, a **TN Govt. program** for **22 early-stage startups**, owning diligence, disbursement, & technical assistance; unlocked **INR 3.5 Cr of seed input** produced **INR 28 Cr** in portfolio revenue and **INR 33 Cr in follow-on funding**
- Managed **15 startups** under the DST NIDHI Social Accelerator, **raising INR 15.48 Cr in follow-on**, and supported the **MoHUA-AFD Swachhata Startup Challenge**, awarding **INR 25L grants** to 10 startups across central government bodies
- Built Villgro's mental health sector strategy landscape research, market sizing and a fit assessment against donor priorities

Analyst | Khan Academy | Remote

Sep 2021 - Nov 2022

- Built **2 WhatsApp-based learning products**, first of its kind, designing the full journey from opt-in to delivery
- Launched the Swiggy learning programme, reaching **~15K users in 3 months** with daily engagement nudges; co-designed Zomato Paathshala for delivery partners' children, reaching **70K+ users across 1.7L sessions** with **25% active engagement**
- Led the **Unilever India** closure, delivering **251K+ learning minutes** at **32% completion** and extended the earning model into Unilever offices in Pakistan, Bangladesh and Nepal, designing frameworks adapted to local context
- Ran user research across programs; managed a **219-prospect donor pipeline**, drafting grants for SBI, HDFC, Kotak & Tatas

Program Associate | The Smart Owl | Remote

Feb 2021 - Aug 2021

- **Converted 300+ leads**, ran onboarding, and owned the **CRM tracking sales pipeline** and campaign performance
- Worked **directly with the CEO** to build **go-to-market strategy** from scratch, including market studies, competitive analysis

Education

MA Economics – University of Hyderabad | India

2018 - 2020

BA Economics – Madras Christian College | India

2014 - 2017

Accomplishments and Awards

- Received Entry Scholarship (25% tuition waiver) for the IIMA PGPM Programme, 2026-27
- Designation recalibrated to Senior Project Manager within 3 months based on performance at Karya

License & Certifications

- Foundations of Project Management - Google

Co/Extra-curricular

- Cell Head, Project Management at the Forum for Industry Interaction, IIM Ahmedabad's student consulting body
- Cultural Coordinator and Sponsorships Head for Madras Christian College for the year 2016-2017
- Trained in Carnatic and Hindustani music; former choir soprano. Co-founded college acapella at Madras Christian College