



Pradhyum Chaudhary

E-Mail: x26pradhyumc@iima.ac.in Mobile: +91 9810304463 LinkedIn: www.linkedin.com/in/pradhyum/

Summary

Global Strategy & Product leader with 6+ years of experience driving growth across digital streaming, subscriptions, healthcare, and technology. Leverage analytics, experimentation, customer insights, and marketing strategy to shape business decisions, influence executives, and lead cross-functional teams globally, delivering impact for products serving 100M+ consumers

Professional Experience

Senior Manager - Subscription Analytics | Tata Play | Mumbai

- Spearheaded TataPlay Binge's first-ever A/B testing framework, evaluating Google's AI-powered search API; collaborated with product, data and engineering teams, **engaged Google's US-based Search Team and TataPlay's Product CXO** to present findings, driving a decision that **avoided ~\$420K in annualized API costs**, influencing roadmap direction and establishing a scalable experimentation practice.
- Launched and led TataPlay Binge's Weekly Content Digest, aligning 5+ internal teams and 32+ partner OTTs on content performance trends; became a key CXO-level input for product and marketing decisions, **contributing to an 11.2% reduction in customer acquisition cost across ~\$3M+ in quarterly content marketing spends**.
- Led cross-functional teams to launch mood-based content discovery; collaborated with product, AI, and UX teams to design emotion-driven recommendations, **driving \$100k/month revenue gains across a 2.5M+ user base**.

Senior Executive - Strategy & Business | Disney+ Hotstar | Mumbai

- **Youngest Product Analyst at Hotstar to lead a high-impact initiative in partnership with 13 engineers from the Beijing team**; drove implementation of personalized in-app experiences to address start lag, reducing user drop-offs from 35% to 10% -contributing to an additional quarterly ad revenue of ~\$1.2M; earning recognition from product leadership
- Led analytics for MaxView, Hotstar's mobile-first vertical video experience; designed experimentation framework, quantified watch-time impact, and **presented case to the CEO and Product Head**, driving a **4.3% increase in watch time per user**
- Negotiated with marketing and product teams across India, Singapore, and the UAE to **reduce third-party vendor spend by ~30%, delivering estimated savings of ~\$25,000 per campaign** - without compromising acquisition goals
- **Mentored 25 newly hired Business Analysts**, driving capability-building for automation tools; enabled automation of routine tasks, reducing manual bandwidth by 20% and fostering a culture of operational excellence

Business Operations Associate | ZS Associates | Gurugram

- Coordinated with US & EU teams to lead a high-priority customer insights initiative for a Fortune 500 pharma client
- Built executive dashboards for client's global patient support program, streamlining leadership visibility across North America, Europe, and APAC, and driving ~25% improvement in program efficiency

Product Management Associate | Yaantra (Gadgetwood Services) | New Delhi

- Led design-to-launch of WhatsApp-based support bot, automating key customer service workflows previously handled by a small call centre team unlocking ~\$20K+ in quarterly cost savings and improving user response time

Education

B.Tech (Computer Science) – *Maharaja Agrasen Institute of Technology | Delhi, India*

Accomplishments and Awards

- **National Level Badminton Player** placed 3rd at All India Tata Tournament (2025). Won several state and district tournaments.
- **Sports Secretary – 62nd Student Activity Council, IIM Ahmedabad**: Lead 52 culturally diverse students across age groups, driving sports and engagement across the IIMA campus.
- Awarded Debutant of the Quarter Award for exemplary performance at **TataPlay**, awarded recognition trophy for contributions that helped Hotstar reach 50Mn+ subscribers at **Hotstar**, recognized by leadership for impact creation at **ZS**
- Led 64-member college dance team as President; won multiple national college competitions. Won All India K-Pop Contest, organized by Korean Cultural Centre; invited to visit Korea

Co/Extra-curricular

- Completed 15-day surfing certification in Mulki, Karnataka
- Volunteer with Project Mumbai (UN-recognized NGO); participated in 12 beach clean-up drives across Mumbai
- Selected performer at Commonwealth Games 2010 Opening & Closing Ceremony, Delhi
- Volunteered with Tata Group at St. Jude India for children undergoing cancer treatment on education & career guidance
- Secured Runner-up position in the IIM Ahmedabad Squash Tournament