



Sambit Sarkar

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Summary

IIT Roorkee engineer and Deutsche Bank alumna with 5+ experience across banking technology, adtech, and real assets. Built ML models, led product squads, and shaped \$100M+ in ad budgets -recognised in the top 1% of Deutsche Bank's \$1M global innovation fund. Proven at translating complex technical and business problems into product roadmaps and analytical outcomes.

Professional Experience

Business & Data Analyst / Sales Engineering Analyst | Alphonso LG Ads | Bangalore

Go-to-Market Leadership & Strategic Sales Enablement

- Collaborated internal **QA & API** processes, improving technical and business collaboration across multiple product lines
- Enabled **270+** ad campaigns across **US & EU** by aligning sales, ops & engg for **30+ clients** including **Amazon & YouTube**
- Designed custom pre-sales solutions for complex needs, directly shaping **\$100M+ annual ad budget** & GTM strategy
- Built an automated inventory tracker, boosting regional sales accuracy by driving revenue growth in peak fall season

Analytics (Senior Analyst) -Driven Campaign Optimisation & Team Scaling

- Leveraged campaign performance analytics like CTR, install rate, open rate to **improve campaign effectiveness by ~10%**
- Generated audience/category insights which improved **campaign efficiency by ~10%** using fill rate & slot-level analytics
- Mentored two analysts & built playbooks to scale onboarding, ensuring smooth onboarding continuity across global operations

Fund Analyst | LOGOS | Mumbai

Capital Deployment & Portfolio Oversight

- Managed **3 warehousing asset performance**, enabling tracking of capital pledged of \$210M with improved reporting freq.
- Supported **sell-side due diligence** and valuation exercises for **3 strategic warehousing assets** worth **~\$200M AUM**

Cross-Functional Execution & ESG-Centric Governance

- Took ownership amid leadership attrition by designing fund tracking tools, **reducing manual effort by 30 hours/month**
- Helped achieve **IGBC Green Building Certification** for two assets by driving ESG compliance across design and reporting

Business Functional Analyst | Deutsche Bank | Pune

Product-Led Transformation

- **Led 10-member squad** for CB deposits and drove backlog management, sprint planning, roadmap and QBRs
- Onboarded **100+ data feeds**, improving IRR tracking for CB deposits and data accuracy across more than **10+** feeds
- Built and collaborated QA pipelines and anomaly checks, improving treasury data accuracy for **10+ risk feeds**
- Promoted to Business Functional Analyst for Risk in Banking Book (**RiBB**), driving development of regulatory risk reporting
- Received **₹165k Recognition award** for RiBB project; selected in the top **1% for \$1M** innovation fund by global leadership

AI-Led Transformation

- Developed regression-based ML model predict **arrival time for 10K+ books**, reducing support incidents by 30%
- Managed trade validations on Market Conformity team to ensure fair pricing and regulatory adherence across set asset classes
- Built Strategic Demand Deposit Account data systems **across US and EU5** by aligning and collaborating with stakeholders

Education

Btech and Mtech Integrated Degree (IMT) – *Indian Institute of Technology, Roorkee | India*

Accomplishments and Awards

- Awarded **IIT Roorkee Heritage Award (Top 50/8,000)** for all-round excellence in academics and Ex-Curri. across departments
- Coal India B-Tech Full Tuition Scholarship (**₹220K/year**) for Btech & MHRD Scholarship for MTech (**₹148k/year**)
- **Schlumberger Day Winner**: Won the Case Comp to estimate OIP by delineating pay zones across 4 exploratory wells
- **SEG Evolve Badge**: Won Best Collaboration in Cost Reduction & Technological Innovation on global platform (1/30)
- **ISRO Internship (IAS fellowship)**: Selected under scholarship to improve monsoon models via satellite & NavIC data.
- **Conference paper**: Authored and published Machine Learning paper on lithofacies classification

License & Certifications

CFA L1, Udemy Real Estate Modelling, CitiBank: Corporate banking virtual Internship

Co/Extra-curricular

- Trekking & Adventure: Member of Himalayan Explorer Club; Bungee Jumping: World's First and Highest Freestyle jump
- Badminton: Institute Colours Trophy & Gold Medalist at IIT Roorkee (Top 1/32); CBSE Zonal Finalist (Top 8/156) at U-14 & U-16 levels; 1st & 2nd place among 800+ players at Deutsche Bank Corporate Tournament in consecutive years.
- Treasurer, Sangram: Led a 40-member team managing a ₹45L budget to organise sports fest attended by several students
- Senator & Mess Secretary: Oversaw mess operations for 600+ students & managed food availability for 1500+ during COVID
- Co-Head, CRY (Child Rights & You IITR): Led workshops for 35+ children in 3 villages and secured jobs for 20+ family