



Sambit Sarkar

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Summary

Business strategy and analytics professional with experience across banking, real estate PE, and Technology, driving data-backed decisions on products, investments, and GTM strategy. Led cross-functional initiatives spanning AI/ML, treasury risk, portfolio management and sales, influencing over \$200M in assets and \$100M+ in ads spend while partnering with senior stakeholders across US, EU, and Asia. IIT Roorkee alum & badminton enthusiast, with experience across Private Equity, BFSI & AdTech.

Professional Experience

Business & Data Analyst | Alphonso LG Ads | Bangalore | World's Leading AdTech Company Sep'24 - Apr'26

Revenue Growth & Product Strategy

- Optimised inventory forecasting via statistical models across **6+ ad slots & 4+ ad types**, boosting ad slot revenue by **\$2M+**
- Built roadblock forecasting across **10+ demographics**, lifting inventory accuracy **15%→45%** on boosting revenue by **10%**
- Managed highest-revenue CTV client mid-RFP amid attrition, **eliminated** revenue leakage to underwrite client proposals

Go-to-Market Strategy & Cross-Functional Delivery

- Strategized custom pre-sales solutions for **30+ clients** incl. Amazon & YouTube, shaping **\$100M+** ad budget & Go-to-market
- Collaborated with gaming sales team, across US and EU, constructed **60+** catered targeting segments, audience size **15M+**
- Optimised camp. around CTR, install rate, fill rate and slot-level analytics, improving performance **~10%** across **20+** accounts
- Mentored **2 analysts**; **built** the team's first knowledge-transfer repository - cutting new-hire ramp-up from **8 to 4 weeks**

Fund Analyst | LOGOS | Mumbai | Real Estate Private Equity Dec'23- Sep'24

Capital Deployment & Portfolio Management

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

ESG-Centric Governance & Strategic initiatives

- Prepared **investment decks** and opportunity presentations to pitch to prospective new investors and PCGs for existing investors
- Helped achieve **IGBC Green Building Certification** for two assets by driving ESG compliance across design and reporting

Business Functional Analyst | Deutsche Bank | Pune | Investment bank & Financial services Jul'21-Nov'23

Treasury Product & Data Transformation

- Led a 10-member team** for Corporate Bank Deposits across backlog, **sprint planning**, roadmap, **QBRs** and story prioritisation
- Onboarded** 100+ data feeds aligning ALM-QRM and business on **delta NII analysis**, improving IRR tracking for CB Deposits
- Built** Strategic DDA data systems across US and EU5, aligning stakeholders on reporting standard and establishing pipeline

AI-Led Transformation

- Built a regression-based ML model predicting trade book arrival times, replacing manual refresh-and-wait on the front desk for **10K+** books and cutting support incidents **30%**
- Managed and Cut** support incidents **30%** in trade validations in the Market Conformity Controls desk across **3 asset** classes
- Selected in **top 1%** of global employees for dB's **\$1M** innovation fund & **1/5** from a **150-grad** cohort for dB's AI transformation

Education

BTech and MTech Integrated Degree (IMT) – Indian Institute of Technology, Roorkee | Uttarakhand | India

Accomplishments and Awards

- Sports Comm. Corporate Relations and Sponsorship- **Cell Head** 62nd Student Activity Council, IIM Ahmedabad (Present)
- Deutsche Bank: **Promotions fast-tracked twice** - Analyst to Senior Analyst and Senior Analyst to Associate in within **2.5 yrs**
- dB Recognition Award**: Received **₹1.65 lakh** cash award for exemplary and outstanding performance across the function
- Awarded IIT Roorkee **Heritage Award (Top 50/8000)** for all-round excellence in academics and Ex-Curr. across departments
- Coal India B-Tech Full Tuition Scholarship (**₹220K/year**) for academic merit & **MHRD Scholarship** for MTech (**₹148k/year**)
- Schlumberger Day Winner**: Won the Case Comp to estimate Oil in place 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 fellow): Worked on 3-D Tomography for profiling of water vapour, selected among (1/132) nationally
- Conference paper: Published Confer. Paper on lithofacies classification using Supervised and Unsupervised ML algorithms

License & Certifications

- CFA Level 1, Udemmy Real Estate Modelling (Valuation), 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 Medallist at IIT Roorkee (**Top 1/32**); CBSE Zonal Finalist (**Top 8/156**) at U-14 & U-16 levels; Won among 800+ players at Deutsche Bank Corporate Tournament in consecutive years 2022 and 2023 nationally
- Treasurer, Sangram: Led a **40-member team** managing a **₹45L** budget to organise sports fest attended by several students
- Senator & Elec. 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