



Sanjana Ghodeshwar

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Summary

IT engineering turned entrepreneur with over 5 years of experience across analytics, project management and strategic operations.

Professional Experience

Founder | OUT: Once Upon A Time | Delhi

- Identified a market gap in storytelling by conducting primary research across 70+ survey respondents and visiting 10+ open mics to observe storyteller performances, audience reactions, and willingness to pay.
- Brainstormed and developed OUT's core offering through iterative ideation, designing a two-sided platform connecting storytellers with audiences seeking authentic artistic experiences.
- Designed and executed 7 live storytelling events across multiple cafes, partnering with D2C brands and public speakers to introduce experiential storytelling to 200+ individuals.
- Owned full-stack operations from concept and event design to execution, partnerships, and social media, growing OUT's Instagram presence to 20,000+ impressions within months of launch.
- Recruited and managed an intern to co-develop the brand identity, including a week-long naming process that resulted in "OUT", and support ongoing content creation.
- Partnered with 2 D2C brands, Cane Crème and Sip-Sip, for product sampling and marketing-driven case challenges, engaging attendees in real-time problem-solving, thereby driving brand visibility.
- Designed and facilitated 3 tailored storytelling and communication workshops for 100+ middle school students at Ratanjee Modern School, building creative confidence in verbal expression, thought articulation, and public speaking.

Co-Founder | SAANJH Group | Delhi

- 6 months of online market research and multi-city visits to evaluate gifting business ideas; Drafted a business plan to align venture goals with execution strategy and track progress.
- Sourced 100+ premium home décor products through wholesale channels at discounted rates; managed end-to-end inventory. Created SKUs and listed products on Flipkart to drive online sales.
- Designed pricing strategy (including bundling and "Buy 1 Get 1" offers) based on market rates and perceived value, selling 90% of inventory and achieving 80% profit within a 5-day sales cycle.
- Hired and managed labour for operations; handled business registration and legal compliance.
- Built P&L statements and managed expense/revenue documentation to track overall business performance.

Data Analyst | Optum, UnitedHealth Group | Delhi

- Spearheaded the Quality and Ambulatory POD for a California-based hospital group, becoming SME for Measures SAM, 15+ Clinically Integrated Network Dashboards and 2 Performance Dashboard, working with US stakeholders on highly sensitive and confidential health data (PHI).
- Responsible for maintaining dashboards leveraged by hospitals to monitor patient health and gaps in the care journey like frequency of visits, medication compliance, and effective implementation of next steps.
- Owned end-to-end project management of quality POD, facilitating daily client huddles, determining T-shirt sizing, setting deadlines, resolving stakeholder queries, and coordinating across Technology, Domain, and Principal teams (US stakeholders), reducing backlog by 30% within 4 months.
- Delivered USD 0.5M in annual savings by maintaining 95%+ on-time delivery, driving faster turnaround through root cause and impact analysis, and standardizing workflows through process documentation.
- Integrated two new health plans BHC/BND into the system by modifying SQL and QlikView logic, enabling customers to choose from additional plan options. As a SME on the quality POD, delivered beyond scope of work by supporting the AMP audit, and mentoring 3 new hires, helping them ramp up their role through on-hands knowledge transfers.
- Enabled quicker onboarding of clients on to internal databases and accurate debugging by teammates on repetitive issues by creating of a comprehensive technical document (system details, architecture patterns, current state diagram); the document is still a go-to for the team after 3 year.
- Developed long-term meaningful relationships with clients which were instrumental in winning 2 follow-up engagements businesses worth \$100 million.
- Mapped end-to-end patient user journey that contextualized the client's role within the healthcare experience, enabling leadership to communicate service value clearly to C-suite stakeholders.

Associate Business Analyst | Optum, UnitedHealth Group | Delhi

- Drove XXL effort for CIN dashboard maintenance: created new KPIs and modified existing metrics to capture patient data accurately, reducing data defects, gaps and dashboard issues, and increasing physician incentive payouts for quality patient care by 70%.
- Enabled comprehensive patient health tracking and early intervention by designing 5+ new health metrics (Kidney Stones/Aqua) based on physician needs, influencing better care for millions of patients in the US; led SQL coding implementation, testing and production changes.
- Maintained client confidence through quick TAT (~9hrs) in addressing and resolving payment file issues on CIN Payments dashboard.
- Achieved 20% reduction in backlog of insurance claims within 1 month by analysing over 100 claim grievances by customers, upholding or rejecting as per the provided standard guidelines.

Education

MBA (PGPX) – Indian Institute of Management, Ahmedabad | India

Bachelors of Technology – Delhi Technological University | Delhi

Accomplishments and Awards

- Accepted Review Paper in IJSTR – Acceptance of “The Advent of IoT Enabled Intelligent Cities for Smarter Living: A Review” in International Journal of Scientific and Technology Research, a Scopus-indexed journal, under the guidance of Dr. Anamika Khanna IJSTR in 2020.
- Highest rated employee for two consecutive years for exemplary performance – Received 5/5 in performance review for two consecutive years owing to the contribution to the POD and responsibility held
- Extra Miler and Pioneer Award – Received Extra Miler and Pioneer Award for outstanding performance in Ambulatory Quality and CIN space, 2023.
- OAS Cultural Hero Award – Received OAS Cultural Hero Award for nurturing employee relationships.
- Area Director at Toastmasters – Led 3 Toastmasters Club, managing 18 EC members develop membership, growth and education strategies. Achieved goals attaining SDC Award at year end.

License & Certifications

Digital Marketing, Google Digital Garage
M&R Foundation Level 1, UnitedHealth Group

Co/Extra-curricular

- Winner of International Speech Contest at club level and Runner up at division and area level, Toastmasters–Speech competition organized by Toastmasters International.
- Runner up of Table Topics Contest, Toastmasters – Impromptu speaking competition organized by Toastmasters International –Area Level.
- Winner of Table Topics Contest, Toastmasters – Impromptu speaking competition organized by Toastmasters International – Club Level.
- Treasurer and Vice President, Delhi Toastmasters – Managed funds worth Rs 2 Lacs for proper functioning of the club. Handled the social media of the club, improving reach and followers by 30%.
- Digital content creator, Instagram – Create lifestyle and fashion content.
- Performed 5 stage plays as a theatre artist with Little Room Theatre Production, Delhi.
- Emceed at various events including IIM-A Freshers’.
- Won 10+ accolades from Toastmasters- Best Speaker of the month, best evaluator, best role player.