



Sanjana Ghodeshwar

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Summary

Analytics and operations leader with ~5 years across healthcare and entrepreneurship. Founded two ventures from concept to execution, driving strategy, stakeholder management, and brand building across storytelling and D2C retail; earlier, led analytics and program delivery at Optum (UnitedHealth Group), delivering \$0.5M in annual savings and \$100M in follow-on business. Brings a proven ability to build structure and drive outcomes from ambiguity, equally at ease in high-growth startups and large corporate environments.

Professional Experience

Founder | OUT: Once Upon A Time | Delhi

- Conceptualized and validated a two-sided storytelling platform from scratch, conducting 70+ market surveys and 10+ field studies across open mics, translating findings into a core offering that launched to market within months.
- Designed the full event model, from theming and segment flow to storyteller onboarding, venue selection, risk management, and pricing strategy, enabling consistent execution across all events.
- Produced 7 end-to-end live experiences, including marketing hackathons where audience created UGC ad content for partnered brands, alongside curated storytelling events; served as emcee for 5 sessions, drawing 200+ attendees across the series.
- Built brand and audience growth through strategic D2C partnerships and social media strategy, driving 20,000+ Instagram impressions, while extending impact through 3 storytelling workshops reaching 100+ students.

Co-Founder | SAANJH Group | Delhi

- Conceptualized a home-décor business venture, conducting 6 months of market research through multi-city visits and shaping a business plan to align venture goals with execution strategy.
- Built and scaled end-to-end operations by sourcing 100+ premium products, designing a data-driven pricing strategy, and driving 90% inventory sell-through and 80% profit margin within a 5-day sales cycle, while owning P&L, hiring, and compliance.

Data Analyst | Optum, UnitedHealth Group | Delhi

- Spearheaded the Quality & Ambulatory analytics team as SME, owning 15+ Clinically Integrated Network dashboards and end-to-end project management across US stakeholders, reducing backlog by 30% in 4 months.
- Delivered \$0.5M in annual savings through 95%+ on-time delivery, driving RCA and standardizing workflows across teams.
- Built long-term client relationships that secured \$100M in follow-on business, while integrating 2 new health plans via SQL/qlikView and mentoring 3 new hires.

Associate Business Analyst | Optum, UnitedHealth Group | Delhi

- Increased physician incentive payouts by 70% by designing 5+ new KPIs and health metrics (e.g., Kidney Stones/Aqua) and implementing them via SQL to improve patient-care measurement accuracy across CIN dashboards.

Education

Bachelors of Technology – Delhi Technological University | Delhi

Accomplishments and Awards

- Review paper on IoT-enabled smart cities accepted in IJSTR, a Scopus-indexed journal.
- Recognized as top-rated employee (5/5) for two consecutive years at Optum; recipient of Extra Miler & Pioneer Award (2023).
- Led 3 Toastmasters clubs as Area Director, managing 18 executive committee members and achieving the SDC Award.

License & Certifications

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

Co/Extra-curricular

- Events head (PGPX) for Niche, Marketing Club of IIMA.
- Won International & Table Topics Speech Contests at club level, placing second at division and area levels (Toastmasters).
- Served as VP PR and Treasurer of Delhi Toastmasters, managing ₹2L in club funds and growing social media reach by 30%.
- Emceed institutional events, including IIM-A Freshers', and performed in 5 stage plays with Little Room Theatre Production.
- Digital content creator on Instagram (5,000+ followers), creating lifestyle and fashion content in partnership with brands.