

Sarthak Baijal

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Summary

Strategy-focused problem solver with 6 years across product, operations, and entrepreneurship. Founded two ventures and led global transformation initiatives across finance, tech, and branding. Applies first-principles thinking to complex problems and second-order reasoning to anticipate impact, align execution, and deliver measurable outcomes.

Professional Experience

Program manager-Strategic Initiatives | VGroup | Mumbai, India

Oct 2021 – Jan 2025

- Delivered **\$2.5 M annual operational cost savings** by leading global finance automation program across 5 divisions.
- **Enhanced payroll processing efficiency by 60%** through automation and payroll compliance for 44,000 seafarers across 5 geographies.
- Achieved **40% operational efficiency** by centralising global credit control system, minimising manual errors and optimising cash flow through finance digital transformation.
- **Reduced legal risk across 200 entities** by streamlining management reporting and supporting global entity rationalization within a rapidly expanding organization.

Co-Founder and CEO | 21 Art Democracy | Bengaluru, India

May 2020 – Sept 2021

- Secured **self-sustaining 6-digit revenues in year one** by designing automated onboarding and discovery workflows in a competitive creative tech landscape.
- **Scaled the artist community from 0 to 800** by deploying strategic networking with 20+ workshops, 10,000+ social media engagement, and multiple user-generated content initiatives to fuel rapid platform growth.
- **Connected 800+ artists with consumers** by launching a multi-sided e-commerce marketplace to democratize India's art landscape and promote emerging talent.
- Created a platform that integrated production and artist team and **drove scale to 40,000+ SKUs**.
- **Established and led a dedicated team of 10 members** to onboard artists and increase organic engagement by establishing and leading a dedicated social media team to onboard artists and refine the brand's digital voice.
- Executed a **multi-channel content strategy** across Instagram, YouTube, and LinkedIn to strengthen community engagement, resulting in 700+ followers.

Co-Founder and CEO | Vartalaap Consulting Services PVT LTD | Bengaluru, India

Sep 2016 - Sept 2021

- Maintained a **95% client retention rate** and became **cash-flow positive within one year** by founding and scaling a **30-member creative agency** delivering strategic branding for **70+ clients**.
- **Increased client brand engagement by 40%** by orchestrating end-to-end, data-driven brand campaigns for early and mid-stage companies across strategy, sales, content, and design to deliver measurable marketing outcomes for clients.
- **Built and led a high-performing team of 30+ members**, fostering creativity, improving project execution, and strengthening client management within a fast-paced agency environment.
- **Increased retention and operational efficiency by 40%** by cultivating a collaborative team culture by encouraging brainstorming and task ownership among multidisciplinary teams.

Process Associate | MargYogi Consultants PVT LTD, Bengaluru, India

Mar 2014 - Aug 2016

- **Reduced manufacturing cycle times by 15%** and **improved profitability** by implementing Lean process improvements to meet ISO 9001:2015 and SA 8000 standards in an SME setting.
- Reduced cycle times and **improved operational efficiency by 60%** by implementing business process improvements in manufacturing

Education

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

2025 - 2026

- Individual Research Project: Navigating Succession: Governance, Family Dynamics, and Professional Management in Family Firms with Professor Sunil Sharma

Degree – BBA – Center for Management Studies| Bangalore, India

2016 - 2019

Diploma in Entrepreneurship- EDII, Ahmedabad

Accomplishments

- Winner of Best Manager, a multi-round case competition evaluating structured problem-solving, case comprehension, and time-bound analysis.
- Awarded Entrepreneur of the Year (Jain University) for founding Vartalaap and creating measurable business value.
- Top 10% in undergrad program; awarded Dubai business immersion program.
- Toastmasters-certified in persuasive and structured communication; mentored 100+ speeches, led education strategy, and won multiple speech contests.