



Shruti Venkatram

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Summary

Fintech & Market research professional with 8 years of experience, scaling business growth and strategic partnerships. Delivered \$2.8M+ in banking engagements, unlocked \$1.2M+ in new revenue partnerships, and drove 80% revenue growth by scaling merchant and issuer portfolios across India and Southeast Asia through data-led strategy and execution

Professional Experience

Client Consulting Manager | Visa Inc. | Mumbai

- Led projects within the Visa Consulting & Analytics (VCA) team to optimize issuer and acquirer bank portfolios
- Drove business development efforts by building and qualifying a strategic sales pipeline, managing high value accounts and delivering net revenue growth
- Qualified a \$2M sales pipeline and closed opportunities worth \$500k for one of the largest private banks in India, which included a mix of projects across Credit, Debit, Acquiring and Prepaid portfolios.
- Selected as one of two members from a 50-member team to join a strategic working committee tasked with pitching to a major South Asian bank in collaboration with a global working group
- Secured a \$2.8M engagement with a major South Asian bank, driving credit CIF growth and market share expansion

Associate Vice President | M2P Fintech | Mumbai

- Drove adoption of M2P's proprietary transactional banking data tool to boost spending, activation & engagement for banks
- Mentored new joiners in the team and successfully mapped them to functional areas based on their interest and growth prospects
- Unlocked a \$1.2M new revenue opportunity by forging alternative data partnerships with Citadel and NASDAQ
- Delivered tailored solutions and presentations to 25+ global financial institutions, closing a \$100K deal with 2 large issuers

Associate Manager | ShopBack | Singapore

- Accelerate revenue growth by 80% (Q2'23 vs Q1'23) across Singapore & Malaysia by onboarding SME and Tier 2–3 merchants, generating \$90K+ in new revenue
- Expanded Tier 1 merchant base across Thailand & Malaysia (+81% acquisition, +38% active) by spearheading sales enablement through targeted training, tools, and performance tracking
- Launched “PayLater” in Thailand – Shop Back's proprietary BNPL service, leading end-to-end GTM execution across cross-functional teams and payment vendors
- Automated CRM workflows via Salesforce, cutting merchant onboarding time by 30% for 1,100+ merchants
- Architected BNPL vertical strategy, identifying 10 high-potential industries through revenue and opportunity sizing
- Secured regulatory compliance by leading the Monetary Authority of Singapore license submission and obtaining the Bank of Thailand foreign business license

Senior Executive | Dragonfly | Mumbai

- Delivered client-ready reports with actionable consumer insights across BFSI, FMCG, Auto, Beverages & Media
- Shaped product and marketing decisions through concept testing, ad evaluation, and package testing
- Conducted 15+ focus groups & 10+ depth interviews, overseeing end-to-end fieldwork for qualitative studies

Senior Executive | Nielsen | Mumbai

- Analyzed monthly retail audit data from 40K+ stores for Unilever (Food & Refreshments) and Kimberly-Clark (Baby & Diaper), delivering insights on launch performance, anomalies, and competitor trends
- Spearheaded the NPS brand tracking study for Vodafone, managing a 13K sample set across 12 telecom circles
- Delivered ad-hoc research projects for Reliance Jio using Qualtrics, enabling data-driven business decisions. Independently piloted Qualtrics as a new end-to-end platform, owning field response collection, data analytics, and tabulation from start to finish

Education

Master's in Science of Management – Singapore Management University | Singapore

Bachelor's in Media & Marketing – HR College of Commerce & Economics, Mumbai University | Mumbai

Accomplishments and Awards

- Recognized with ShopBack's 'Bravos' award or spearheading the Sales Enablement project for PayLater that directly drove Tier 1 merchant acquisition
- Selected as 1 of 5 from a competitive pool of 200+ students for enrollment in the Nielsen Program ; a flagship training initiative designed to develop young graduates in the field of Market Research
- Recognized with the "Simply Excellent" award by Nielsen's Consumer Insights Telecom team - the youngest recipient among a team of 20 members
- Recipient of the 'Leadership Trophy' by Singapore Management University, awarded for dedication and contribution to the student community

License & Certifications

Nielsen – Market Research Diploma

Alliance Francaise – A2 Level

Landmark Forum Worldwide – Member

Co/Extra-curricular

- Batch Representative, Councilor, IIM Ahmedabad: One of two PGPX students elected to the 62nd Students' Legislative Council (AY 2026–27), the top student government body responsible for coordinating and managing all student affairs at IIM Ahmedabad.
- Elected Student Representative, Singapore Management University - championed the diverse needs of a multicultural batch, fostering cohesion and alignment between students and school administration
- Selected for AIESEC's Global Voluntary Internship Programme, an international voluntary exchange initiative bringing together students from around the world to volunteer for social causes - represented the program by teaching students in rural Poland
- Secured 1st place at Xavier's Film Festival for documentaries on female infanticide and acid attack victims, and secured 1st prize in a separate intercollegiate competition for a short ad film on child abuse