

SURYANSHU PANDA

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Education

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| 2023-2024 | MASTERS' UNION Candidate for PGP in Technology & Business Management Vice President – Founders' Office & Chief of Staff Club (Elected): Organized Case Union with footfall of 1000+ applicants nationally Top 10/500+ teams - Case Competitions - IIM Calcutta & Lucknow Quarter Finalist - Tata Imagination Challenge 2023 | Gurugram |
| 2017-2020 | XAVIER UNIVERSITY, BHUBANESWAR Bachelors' of Business Management – Human Resources CGPA: 7.63/10 Event Head – Xuphoria (Business & Cultural Fest) Top 8 out of 300+ teams for Business Plan Pitch - XLRI Jamshedpur | Bhubaneswar |
| 2013-2017 | PRABHUJEE ENGLISH MEDIUM SCHOOL Class XII - CBSE: 70% Class X - CBSE: 8.8 CGPA | Bhubaneswar |

Experience

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| Apr'20-Jan'24 | CHEF JUNCTION PVT. LTD. (<i>Food-Tech startup delivering home cooked food in Odisha & Andhra Pradesh</i>) Founder & CEO <ul style="list-style-type: none">Generated revenue of INR 6.5 Million in year one by optimizing GTM strategies, leading to a 27% growth in the following yearSecured a top 7 spot for Chef Junction among pandemic-started startups by YourStory, improving market growth & recognitionExpanded into 2 new cities through a B2B model, partnering with 50+ Guest Houses, Colleges & Hospitals, boosting revenue by 11%Led 20+ member team to refine UI/UX, using agile methodology, to enhance the iteration for chef, delivery agent & customer appOnboarded 100+ Home Chefs & 5+ delivery companies, standardized kitchen's quality & supplies, enabling 20K+ orders in a yearIntroduced ready-to-cook, special requests, subscription model & loyalty programs, achieving a 71% customer retention rate | Bhubaneswar |
| Sep'21-Feb'23 | TATA STRIVE (<i>Skill Development company aimed to skill aspirants for employment & entrepreneurship</i>) Human Resource - Team Member <ul style="list-style-type: none">Streamlined campus & lateral Talent Acquisition process by leveraging advanced analytics to evaluate a pool of 4000+ candidatesAdopted AI-driven tools to automate resume screening & predict candidate fitment check thus reducing the hiring TAT by 33%Revamped HRMS by testing & collaborating with vendors, automating routine HR & Admin tasks thus improving team efficiencyRevamped onboarding through process mapping & feedback loops, enhancing employee experience & boosting retention by 7%Led Rewards & Recognition program, from planning & budgeting to execution & monitoring, resulting in 62% surge in engagement | Bhubaneswar |
| Apr'18-Sep'19 | CUPSAYS (<i>Marketing startup advertising brands on Paper Cups in Odisha</i>) Founder & CEO <ul style="list-style-type: none">Capitalized on niche marketing strategies through product positioning, generating INR 1 Million in 6 months showing early successEstablished strategic alliances by negotiation & crafted offerings with 100+ Tea Stalls & 3 malls, amplifying client brand presenceCrafted meme & moment marketing for branding on cups, enhancing brand engagement & campaign's coupon code interaction rateDistributed cups at no cost to vendors, ensuring usage & reduction in their operational costs, amplifying our reach & visibility | Bhubaneswar |

Internship & Freelance

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| Nov'23-Jan'24 | RELIANCE BRANDS LIMITED (<i>Project - Superdry</i>) Intern : Consulting - Buying Department <ul style="list-style-type: none">Spearheaded planning for launch of Performance Apparel & Footwear, focusing on competitor analysis & go-to-market strategiesIdentified gaps in existing women wear to balance 70:30 gender sales ratio with strategic product improvements for 5% sales growthAnalyzed Sell-Through Report to provide actionable insights for Buying Plans & Inter-Store Transfer, optimizing inventory levelsDesigned market development plan by suggesting new segments that align with the brand ethos for future expansion in market share | Gurugram |
| Feb'23-Present | FREELANCE CONSULTANT (<i>Clients - Codolin Technologies, JPF Spices, Gobaran</i>) Business Strategy & Human Resource Consultant <ul style="list-style-type: none">Crafted Project Charters, GTM strategies, Marketing Campaigns by market research, for clients, achieving 25% business growthImplemented predictive analytics for workforce planning, analyzing trends to forecast workforce needs, achieving 85% accuracyCreated an automated hiring process by leveraging AI software, hired 80+ candidates for 3 clients & reduced hiring TAT by 50% | Gurugram |

Academic Project

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| Aug'23-Sep'23 | SLIDEIN (<i>Drop-shipping venture offering designer socks, shorts, eye masks & sliders</i>) Founder & CTO <ul style="list-style-type: none">Utilized content marketing, B2B partnerships by networking & negotiation, amassing revenue of Rs. 1.3 Lakh in only 2 monthsSpearheaded website development, conducted product research, A/B testing & integrated plugins to enhance customer experience | Gurugram |
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Achievements

- Awarded **Budding Entrepreneur Award** by Bombay Rotaract Club for the business idea and societal impact of Chef Junction
- Startup feature - [Times of India](#), [Hindustan Times](#), [YourStory](#), [OTV](#), [News18](#), [Kanak News](#), [IIM Case Study](#) & [StartUp Odisha](#)
- Delivered guest lectures at **XIMB, OP Jindal Business School, KIIT, GIET**; served as a **Judge** for multiple business competitions
- Appreciated as **Responsible Citizen of Odisha** for Chef Junction for dedicated community service on the occasion of Utkal Diwas
- 5+ National Business Competition Winner**: Business Plan, Business & Marketing Strategy, Case Study across various colleges

Community

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| Dec'21-Jan'23 | SOCIETY FOR PEOPLE'S AWARENESS & RURAL DEVELOPMENT ACTION Coordinator <ul style="list-style-type: none">Coordinated & implemented projects, including disaster management & socio-economic upliftment impacting 5 Lakhs+ lives | Bhubaneswar |
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Skills

Figma, Photoshop, Microsoft Office, JIRA, Trello, Notion, Power BI, Framer & Bubble : No Code Website & App Development

Personal

Music: Skilled in playing multiple instruments; performed as a lead singer and guitarist in 15+ college band performances