

Suryanshu Panda

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Education	MASTERS' UNION Gurugram
2023-2024	Candidate for PGP in Technology & Business Management Vice President – Founders' Office & Chief of Staff Club Incubation Program Manager – Masters' Union Innovation Lab
2017-2020	XAVIER UNIVERSITY, BHUBANESWAR 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
2015-2017	PRABHUJEE ENGLISH MEDIUM SCHOOL Bhubaneswar Class 12 - Central Board of Secondary Education: 69.6%
Experience	
2020-2024	CHEF JUNCTION PRIVATE LIMITED (<i>Food-Tech startup delivering home cooked food</i>) Bhubaneswar Founder & CEO <ul style="list-style-type: none">Generated revenue to Rs. 65 Lakhs in year one by optimizing marketing & operations strategies, enhancing customer experienceSecured top 7 spot for Chef Junction among pandemic-started startups by YourStory, improving market growth & recognitionPenetrated 2 new markets in 1 Year by implementing research-driven GTM strategies, hence doubling customer base & revenuesLed cross-functional team of 20+ members in engineering, operations, sales & marketing, for product iteration for 3 stakeholdersPartnered 50+ business entities by negotiating, co-branding & providing customized offerings, for a mutual 5% revenue increaseOnboarded 100+ Home Chefs & 15+ delivery agents via targeted outreach, while ensuring quality, enabling 20K+ orders in a year
2023-Present	FREELANCE CONSULTANT (<i>Clients - Codolin Technologies, JPF Spices, Gobaran</i>) Gurugram Business Strategy & Human Resource Consultant <ul style="list-style-type: none">Crafted Project Charters, GTM strategies, Marketing Campaigns by market research, for clients, achieving a 20% business growthConducted risk mitigation & feasibility analysis on potential markets, by identifying expansion opportunities worth Rs. 1 CroreLeveraged workforce feedback to curate HR policies & communication, ensured client satisfaction & achieved 100% complianceCreated an SOP for hiring by improved candidate sourcing, hired 50+ candidates for 3 clients & reduced the hiring TAT by 50%
2021-2023	TATA STRIVE Bhubaneswar Human Resource - Team Member <ul style="list-style-type: none">Launched Talent Acquisition strategies using efficient applicant tracking system leading to 100+ hires enhancing hiring efficiencyLed Rewards & Recognition program by deployment, budgeting & implementation plans, resulting in 30% surge in engagementAdopted AI-driven tools for need assessment & refining profile selection by data integration thus reducing the hiring time by 20%Revamped onboarding through process mapping & feedback loops, enhancing employee experience & boosting retention by 5%Revamped HRMS for 450+ employees through testing & feedback, partnering with HRMS vendors, streamlining HR operations
2018-2019	CUPSAYS (<i>Marketing startup advertising brands on Paper Cups</i>) Bhubaneswar Founder & CEO <ul style="list-style-type: none">Capitalized niche marketing strategies, by product positioning, generating Rs. 10 lakhs revenue in 6 months, showing early successLed a 3-member team to analyze project status, adjusting business scope & plan, aligning with team KPIs & project requirementsEstablished strategic alliances by negotiation & crafted offerings with 100+ Tea Stalls & 3 malls, amplifying client brand presenceFormulated financial strategies using data analytics & revamped budgeting to optimize capital use, achieving a 10% cost reduction
Internship	
Nov 2024 - Jan 2024	RELIANCE BRANDS LIMITED (<i>Project - Superdry</i>) Gurugram Intern : Consulting - Buying Department <ul style="list-style-type: none">Spearheaded planning for launch of Performance Apparel & Footwear, focusing on competitor analysis & market entry strategiesAnalyzed Sell-Through Report to provide actionable insights for Buying Plans & Inter Store Transfer, optimizing inventory levels
Academic Project	
August 2023	SLIDEIN (<i>Drop-shipping venture offering designer socks, shorts, eye masks & sliders</i>) Gurugram 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 user experience
Achievements	<ul style="list-style-type: none">Awarded Budding Entrepreneur Award by Bombay Rotaract Club for the business idea and societal impact of Chef JunctionFeatured in Times of India, Hindustan Times, YourStory, OTV, News18, Kanak News, StartUp Odisha for startup successDelivered guest lectures at XIMB, OP Jindal Business School, KIIT, GIET; served as a Judge for multiple business competitionsAppreciated as Responsible Citizen of Odisha for Chef Junction for dedicated community service on the occasion of Utkal Diwas5+ National Business Competition Winner: Business Plan, Business & Marketing Strategy, Case Study across various colleges
Skills	Figma, Photoshop, Framer, Microsoft Office, Notion, Power BI, Project Management, Data Analysis, Competitor Analytics
Certifications	Become a Product Manager - Udemy Business Analytics with Excel - Skill Up Management Consulting Essentials - Udemy
Community	
2021-2023	SOCIETY FOR PEOPLE'S AWARENESS & RURAL DEVELOPMENT ACTION MIS Coordinator <ul style="list-style-type: none">Coordinated & implemented projects, including disaster management & socio-economic upliftment impacting 5 Lakhs+ livesAnalyzed user data, synthesized insights, and steered stakeholder collaboration for impactful initiatives
Personal	Music: Skilled in playing multiple instruments; performed as a lead singer and guitarist in 15+ college band performances.