SHAURYA KUMAR SETH

Product Operations | Strategy & Ops | Founder's Office | 0→1 Builder

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55% Faster Delivery | **0→15** Fleet Built | **0→4** CX Team Built | **3** 0→1 Pilots Run

PROFESSIONAL SUMMARY

Execution-first operator with **3.5+ years** across three 0→1 startup pilots in concierge, laundry marketplace, and beauty & personal care. Built operating systems from scratch when nothing existed: follow-up formats, dispatch logic, vendor capacity tracking, CX workflows, SOPs, and training models. Went from doing deliveries on the ground to running a **4-person CX team** and a **15-person rider fleet**. Comfortable owning anything cross-functional and not afraid to get hands dirty at any stage.

EXPERIENCE

Pokus Technologies | Operations Lead | Founder's Office — Jan 2026 – Present | Bangalore

Seed-funded by Info Edge Ventures and Lightspeed

Pilot 1: Concierge / Personal Assistant Model

- Joined pre-launch with **zero systems in place**; built the first follow-up, payment, and escalation processes
- Ran live ticket monitoring (8am to 1am), **resolving issues before they reached founders**

Pilot 2: Laundry Marketplace (Quick Pickup & Delivery)

- Did deliveries personally during the zero-rider phase, then **scaled fleet from 0 to 15 riders**
- Built vendor management from scratch across **10+ vendors**, including SLAs and daily capacity tracking
- Built capacity-based vendor prioritisation, **eliminating overloading** during peak windows
- Cut pickup-to-delivery time by **55%** through zone-based hotspot dispatch; integrated Pro Routing and Porter as 3PL partners

Pilot 3: Beauty & Personal Care Marketplace (Current)

- Built and lead a **4-person CX team** owning all escalations end to end
- Built SOPs, calling scripts, and a full **CX training model** for the team
- Run customer discovery calls feeding **directly into product decisions**
- Own post-purchase delight strategy in person, **designing gifting and surprise moments** to drive brand recall and repeat purchase intent
- Building AI automation workflows (Claude, Cowork, Codex) for **ops use cases and early agent development**

Power Enterprises | Sales Manager — Jul 2023 – May 2025 | Bhopal

- Drove **25% revenue growth** by restructuring the acquisition funnel
- Improved customer retention by **30%** through structured follow-up workflows
- Identified new segments contributing to **15% business expansion**

Duro | Business Development Executive — Dec 2022 – Jul 2023 | Delhi

- Expanded partner network by **20%** through structured outreach
- Improved lead-to-conversion rate by **18%** by fixing funnel drop-off points

KEY PROJECTS

Serenely | AI Mental Wellness App | Product Lead, Prototype Built

- Led a team to build a working prototype matching users to therapists via **AI-driven assessment**; owned product flow, decision logic, and team coordination
  Live App → serenely-connect-heal.lovable.app

CX Learning Planner | Custom GPT | Pokus Technologies, Pilot 3

- Built a custom GPT-based learning tool tailored to the CX team's **multi-role, first-contact responsibilities**

Vendor Capacity Database | Pokus Technologies, Pilot 2

- Built a daily-updated capacity tracker across 10+ vendors to **prevent overloading** and prioritise high-throughput partners

HOPE 2025 | Accredian Transforming Tomorrow Award | IIT Roorkee + IIM Vizag, IIT Madras, BITS Pilani, IGDTUW

- Led Team Joy Weavers to build “Kritajña”, a gratitude-based workplace wellbeing app; won the Accredian Transforming Tomorrow Award for human-centred design impact
  Live App → kritajna-garden-of-joy.lovable.app

EDUCATION

PG Certificate in Strategic Product Management | IIT Roorkee (Aug 2025 – Jan 2026)
PGDM, General Management | Universal Business School, Mumbai
B.Sc., Hospitality & Tourism | Lalit Suri Hospitality School

CORE SKILLS

Product & Ops: Product Operations | Feature Prioritisation | Roadmap Planning | PRD Development | Stakeholder Management | Product Audits | OKR Tracking

Operations & Strategy: SOP Development | Vendor Management | Fleet Management | Escalation Management | Cross-functional Alignment | 3PL Integration | Decision Tree Design

CX & Training: Customer Discovery | Calling Scripts | CX Team Management | Post-purchase Retention | Training Model Development

AI & Automation: Prompt Engineering | AI Workflow Design | Autonomous Agent Building | Claude (Chat) | Cowork | OpenAI Codex | rtrvr.ai | AI-assisted Process Design

Tools: JIRA | Notion | Trello | Figma | HubSpot | Zoho CRM | Power BI | Advanced Excel

Analytics: Data Analytics | Performance Dashboards | Dispatch Logic | Demand Mapping | SQL (actively upskilling)