NAVNEET KUMAR
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Professional Summary

Strategic professional with experience across consulting, FMCG,and consumer technology, working with organisations including EY, Nestle and Nothing. Skilled in business strategy, GTM, market research and commercial strategy with, experience translating consumer and market insights into data-driven recommendation

Education

MASTERS' UNION — 2026-2028
PGP in Technology & Business Management | Core in Masters' Union Innovation Lab | CFA Level 1 Candidate — **Gurgaon**

KIRORI MAL COLLEGE, UNIVERSITY OF DELHI — 2022-2025
Bachelor of Arts in Economics (Hons) | Top 15% of the Cohort | 99th percentile in CUET UG 2022 among 14 lakh+ students — **Delhi**

BRADFORD INTERNATIONAL SCHOOL (CBSE) | BISHOP SCOTT BOYS' SCHOOL (CBSE) — 2020-2022
Class 10th with 93.67% (Rank 1 of 250) | Commerce with Mathematics, Class 12th with 91.4% (Rank 1 of 150) — **Patna**

Experience

QLINIC TECHNOLOGY — Dec'25-May'26
Founder and CEO | National Finalist, Ekathon by Eka Care at the India AI Summit — **Gurgaon**

Strategy and Business Model
- Validated workflow inefficiencies through discovery across 47 clinics, leading to pivot toward a healthcare data platform
- Assessed customer willingness-to-pay and competitive positioning to develop a scalable, value-based pricing strategy

Product Strategy
- Defined product roadmap by translating customer insights into feature prioritization for a five-module healthcare platform
- Prioritized 40+ product requirements through workflow mapping and stakeholder interviews improving product-market fit

Commercial Strategy
- Converted 60% of target clinics into paid subscribers and expanded beta adoption 6x through market research and early fit
- Designed a three-tier value-based pricing model using competitive benchmarking and feedback from 47 pilot clinics

Operations
- Reduced patient wait time 40% through predictive queue management and real-time consultation tracking pilot clinics

Internships

NOTHING TECHNOLOGY — Sep'25-Nov'25
Marketing Projects Intern (Received PPO) — **Gurgaon**

Go-to-Market & Commercial Strategy
- Increased market share by 5% during BBD sales through benchmarking pricing, promotions, and in-store visibility
- Recommended offline retail expansion, analyzing channel performance and identifying stronger consumer demand offline

Product Launch Strategy
- Planned the Nothing Phone (3a) Lite GTM, developing launch calendars, POSM strategy, and cross-functional execution

Marketing and Growth
- Generated 2M+ organic impressions by optimizing stakeholder collaborations via ROI-led campaign performance analysis
- Recommended campaign investment KPIs using ROI analysis, supporting a projected 35% year-over-year revenue increase

ERNST AND YOUNG (EY) — May'24-Jul'24
Business Consulting Risk Intern — **Gurgaon**

Financial Risk & Process Improvement
- Identified ₹23M in revenue leakages through root-cause and exception analysis across 250K+ transactions
- Reduced payment-processing TAT 15% through workflow redesign and reconciliation automation across client operations

Operations & Stakeholder Management
- Redesigned payment controls by standardizing invoice validation and reconciliation workflows, eliminating duplicate checks
- Secured client buy-in for a process-integration roadmap by presenting data-driven recommendations to stakeholders

NESTLÉ — Feb'24-Apr'24
Sales and Marketing Intern — **Gurgaon**

B2B Growth & Segmentation
- Increased B2B conversion by 12% by segmenting 2,500+ prospects using firmographic and purchase-behavior analysis
- Identified 3+ high-potential B2B segments through market-opportunity analysis, informing localized metropolitan GTM

Competitive & Category Strategy
- Benchmarked 15+ D2C competitors across pricing, GTM, packaging, and distribution to strengthen category defense strategy

Channel & Distribution Expansion
- Recommended premium-channel growth through experiential opportunities across HORECA and luxury retail

Projects

ARBOLUS TECHNOLOGY | Consulting Project — Oct'24
- Shaped the MVP roadmap by benchmarking GLG and AlphaSights and redesigning expert-matching workflows based on insights from 12+ stakeholders
- Developed a subscription-led GTM strategy for consulting and PE clients by evaluating platform economics and recurring revenue opportunities

CONSUMER DATA ANALYSIS | Econometric Research Project — May'24
- Built an econometric model using government datasets, identifying per-capita income as the primary expenditure driver through OLS regression
- Explained expenditure variation across Indian states, translating statistical findings into targeted welfare allocation recommendations

Certifications

- McKinsey & Company | **McKinsey Forward Program**
- BCG | **Introduction to Strategy Consulting Virtual Experience**
- Coursera | **Data Analysis Using Excel**

Achievements

- Attained the 99th percentile in CUET UG (712/800), ranking among the top candidates from 14 lakh applicants
- Received CBSE National Certificate of Merit in Business Studies for ranking among the top 0.1% nationwide
- Received the Raman Kant Munjal Foundation Scholarship from Hero FinCorp, awarded to the top 2% of the batch
- Selected as a National Finalist at Ekathon by Eka Care during the India AI Summit
- Awarded the CFA Access Scholarship

Leadership

THE ECONOMICS SOCIETY, KIRORI MAL COLLEGE — Jun'23-May'24
HEAD OF EVENTS
- Spearheaded the post-pandemic society revival by institutionalizing operational frameworks, directing a 60-member cross-functional workforce to execute 25+ large-scale initiatives for 10k+ attendees
- Managed INR 1.2M budget and directed flagship symposium 'The Pareto Times,' optimizing resource allocation and stakeholder engagement to secure corporate sponsorships from Royal Enfield, Taco Bell, and LIC