# ADITYA TOTADE

**Business Systems & AI Operations | Business Analysis | Process Improvement & Automation**

Mumbai, India (open to remote) · +91 99693 84138 · aditya.totade@gmail.com · linkedin.com/in/aditya-totade-a5775a1b7

**17% productivity lift · 30% classification-accuracy gain · 20% fewer delivery delays · Rank 1, IIT Hyderabad national AI hackathon · Client-recommended for Zoho CRM, AI integration & business automation**

## PROFESSIONAL SUMMARY

Business systems, strategy and operations professional who structures ambiguous processes before applying technology. Delivered independent client engagements spanning a Zoho One implementation (CRM, AI integration, Tally-to-Books migration) for a healthcare client and strategy and growth consulting for a Mumbai F&B brand, the Zoho engagement closing with a written client recommendation. At DHL Express India, redesigned Training & QCC workflows — lifting productivity 17%, shipment-classification accuracy 30%, and cutting delivery delays 20% — replacing manual reporting with live Power BI dashboards. Builds original strategic frameworks for ambiguous business problems: China+1 supply-chain competitiveness, India's logistics cost base, and explainable AI for operational trust. PGDM in Business Design (WeSchool) on a B.E. in Information Technology; an IIT Hyderabad AI certification, where a hackathon-built classifier placed Rank 1 nationally.

## CORE COMPETENCIES

**Business Systems & Process:** Business Analysis · Requirements Analysis · Process Mapping · SOP Development · Workflow Design · UAT · Root-Cause Analysis

**AI & Automation:** AI Integration · Workflow Automation · AI-Assisted Research (Claude, Gemini, Perplexity) · Explainable AI (XAI)

**Data & Analytics:** Power BI · Advanced Excel · SQL · Python · KPI Tracking · Predictive Modelling

**Strategy & Consulting:** Business Strategy · Growth Strategy · Customer Journey Mapping · Commercial & Unit-Economics Modelling · KPI System Design · Market Entry Frameworks · Competitive Intelligence · Go-to-Market Strategy · Market Research · Cost-Reduction Strategy

**Platforms & Methods: Zoho One (CRM, Books, Creator, Analytics) · Agile Scrum · Lean**

## PROFESSIONAL EXPERIENCE

The Glück Bistro — Strategy & Growth Consultant — Independent Consulting Engagement 2026
*Malad West, Mumbai — independent client engagement*

- Developed an early-stage growth and brand strategy defining the venue's market positioning and mapping the customer journey from discovery and first purchase through repeat and advocacy.
- Designed a customer acquisition and retention ecosystem spanning a discovery-pass programme, QR-led discovery touchpoints, founder-led content architecture, and a referral/community flywheel.
- Built a commercial decision framework covering unit economics, CAC, LTV, and contribution margins, with a weekly KPI system across social, aggregator, and repeat-customer metrics.

**ARK Meditech — Zoho One Implementation, CRM & AI Integration · Freelance** **2026**
*Client engagement, Mumbai — CRM & AI phase verified by client letter of recommendation*

- Scoped business requirements directly with the client and configured Zoho CRM end-to-end, integrating AI to serve stated automation objectives.
- Led the wider Zoho One rollout: migrated ~980 customer/vendor records and opening balances from Tally to Zoho Books; built Analytics dashboards and a Creator delivery-tracking app.
- Delivered the CRM and AI phase as agreed and invoiced in full; closed with a written client recommendation.

**DHL Express India Ltd. — Operations & Product Analytics Intern** *May – Jul 2025*
*Training & Quality Control Cell (QCC), Mumbai*

- Redesigned Training & QCC workflows after diagnosing a lack of standardised structure limiting team throughput, lifting employee productivity 17%.
- Authored shipment-bifurcation SOPs for DHL and Blue Dart after tracing shipment misclassification to inconsistent handoff criteria, raising classification accuracy 30% and cutting misrouting delays 20%.
- Diagnosed bottlenecks end-to-end across the DHL–Blue Dart shipment flow and implemented corrective actions, reducing overall delivery delays a further 20%.
- Replaced manual reporting with live Power BI dashboards and validated the redesigned SOPs through user-acceptance testing (UAT) before rollout.

**Prime Digital Agency — Task Management & Digital Content** *Jun 2022 – Jun 2023*

*Six-month internship followed by a full-time role — web portal, social media and consultancy agency*

- Coordinated timely execution of assigned projects and specialised tasks across the agency's client work.
- Guided team adoption of AI tools to meet time-sensitive delivery goals — a practice later carried into analytics, research, and consulting work.
- Produced digital content for client web portals and social channels, including copy, hashtag research, and publishing schedules built for organic reach.

## COMMERCIAL & BRAND SYSTEMS

**Nitro Knight — Product Positioning, Commercial Narrative & Brand System** *2026*

- Architected a fifteen-slide, twelve-chapter commercial narrative for a portable nitro-beverage system spanning category reframe, product differentiation, and venue segmentation, neutralising operators' core objection that automation displaces the barista's craft.
- Built as a reusable brand system with a consistent visual language and per-venue content slots, generated programmatically rather than assembled by hand.

## STRATEGY, AI & ANALYTICS CASE STUDIES

*Independent and PGDM (WeSchool) research projects — academic and self-directed, not client-commissioned*

**China+1 Supply Chain Competitiveness Strategy**

- Developed a proprietary six-pillar framework benchmarking India against Vietnam and Mexico as China+1 destinations across logistics infrastructure, AI-enabled supply chains, quality-control ecosystems, data-centre infrastructure, policy environment, and geopolitical risk — concluding India's core advantage is scale combined with digital depth.

**Explainable AI for Operational Decision-Making**

- Deployed a Convolutional Neural Network with GradCAM visualisation (PyTorch, transfer learning) that maps decision confidence spatially, giving non-technical stakeholders an auditable rationale for AI-driven recommendations.

**India Logistics — Cost-Reduction Strategy** *2025*

- Sized India's $380B logistics market and identified the technology, ESG, and infrastructure levers required to compress logistics cost from 14% to 10% of GDP.

**AI Calamity Detection — IIT Hyderabad National Hackathon** *Rank 1, 2024*

- Built a machine-learning classifier (86% accuracy) for real-time disaster detection and resource routing, placing first nationally.

**Gatorade Go-to-Market Strategy — Varun Beverages** *2024 – 2025*

- Ran a 159-respondent consumer-and-retailer study across hydration habits, purchase triggers, and stocking behaviour, then developed category-led positioning and a loyalty/GTM playbook projected to lift first-time trials 25%.

**Sportify / Young Athletes App — Product & Systems Strategy** *2024 – 2025*

- Conducted empathy research and stakeholder interviews with athletes, coaches, and support staff; benchmarked Healthify and CureFit to design a cross-functional system connecting nutrition, logistics, mentorship, and performance tracking, lifting prototype usability scores 40% through iterative testing.

## EDUCATION

**PGDM — Business Design · Welingkar Institute of Management (WeSchool), Mumbai** *2024 – 2026*

**B.E. — Information Technology · Atharva College of Engineering, Mumbai University** *2018 – 2022*

## CERTIFICATIONS & TRAINING

Professional Certification in AI & Emerging Technologies, IIT Hyderabad — Feb–Jul 2024 · Sustainability & ESG, KPMG India · Scrum Foundation Certified · Agile · Supply Chain Management · EXIMpreneurs — International Trade Exposure, Udyami Maharashtra — Mar–Apr 2026

## SECTOR EXPOSURE & LANGUAGES

**Sectors:** Logistics & supply chain (DHL, Blue Dart) · medical gases and supplies distribution (ARK Meditech) · FMCG (Varun Beverages / Gatorade) · premium beverage equipment (Nitro Knight) · digital marketing and web services (Prime Digital Agency) · cross-border trade (EXIMpreneurs) · hospitality / F&B (The Glück Bistro)

**Languages:** English (Fluent) · Hindi (Fluent) · Marathi (Native) · Spanish (Working)