



# GATHA KAPADIYA

STRATEGIC OPERATIONS &  
DIGITAL TRANSFORMATION

+91-813-034-4091

Gatha.kapadiya@gmail.com

[linkedin.com/in/gathak/](https://www.linkedin.com/in/gathak/)

Mumbai, India

## Education

### Bachelor of Technology

Information Technology  
Gujarat Technological University  
2009-2013

### M.B.A.

System & Finance  
Symbiosis International University  
2014-2016

## Core Expertise

- Strategic Operations
- Digital Transformation
- Data Driven Problem Solving
- Cross Collaborations

## Technical Skills

Hubspot

Zapier

Google Analytics

Trello

## About me

Turning challenges into growth engines across industries, I've launched tech-driven solutions that grew revenue by 25%, scaled global projects, and reduced churn by 24%. From renewable energy to e-commerce, I thrive on converting operational inefficiencies into data-backed success stories, consistently delivering transformative results that drive progress.

## Experience

### Energy Strategist

Jan 2024 - Cont.

Mphase Energy

- Implemented an **agile go-to-market strategy** for the EV 2W brand, driving a **25% YoY sales increase**, contributing to a **\$1.52M net revenue gain**.
- Pioneered a **phygital (Physical + digital) buying approach**, integrating CRM tools for at-home test drives and **improved customer experience**, resulting in a **15% boost in lead funnel**.
- Optimized digital marketing through **data-driven SEO and hyper-local strategies**, increasing **website traffic by 18%** and **expanding dealer network** reach at the city level.

### Business Strategy & Operations

Aug 2021 - Dec 2023

Femica India Pvt Ltd

- Built a **tech-first D2C marketplace**, leveraging advanced inventory systems to **scale a digital ecosystem of 300+ brands** and manage **50,000+ SKUs**.
- Increased **revenue by 15%**, generating **\$26k annually** through a **data-driven monetised supply chain strategy**.
- Boosted **funnel traffic from 25k to 90k** and **conversion rates from 0.05% to 0.7%** using **targeted SEO and CRO** techniques.
- Cut **fulfilment costs to 4%-6%** by implementing a **cost-minimisation strategy** with **supply chain automation**, outperforming the 10%-12% industry benchmark.
- **Operational Efficiency:** Streamlined logistics with a brand-owned dropship model, **optimising KPIs**

## PROFILE IN 60 SECS

### B.Tech (IT) + MBA

8 years of transforming **Renewable Energy, Hospitality, Telecom, and E-commerce** sectors.

### Impact-Driven Leader

Launched an **EV Digital Platform** at MphaseEnergy, driving **25% sales growth** and **\$1.52Mn revenue**.

### Strategic & Tech-Savvy

Scaled Femica's D2C operations, achieving a **15% revenue uplift** and **monetized supply networks**.

### Operational Excellence

Reduced churn by **24%** at OYO Hospitality with customer analytics

### Global Perspective

Led **SAARC region sales** at UTStarcom, securing **strategic B2B deals**.

## Clients Portfolio



## Experience

### Program Management

Sept 2019 - Jul 2021

OYO Hotels & Homes

- **Project Leadership:** Led **25+ high-impact projects**, driving **revenue growth**, increasing room night sales, and **reducing churn** through **tech-enabled solutions** like Selfcare Co-OYO App, OYO Switch, and Discover.
- **Adoption & Engagement:** Boosted **app adoption from 44% to 82%** in 14 months by **leveraging cohort analysis** and **operational analytics to enhance partner engagement**.
- **Revenue Impact:** **Generated \$940k** in 90 days by **expanding the user base** through the Discover program and improving app URNs from 23% to 29%.
- **Churn Reduction:** **Reduced partner churn from 33% to 8.5%** by implementing a **comprehensive onboarding process** and **improving key KPIs (CID, NPS, DSRN)**.
- **People Productivity:** Increased **sign-to-live efficiency from 78% to 90%** by applying the **3C framework** to enhance team productivity.

### Enterprise Growth Manager B2B

Apr 2016 - Oct 2018

UTStarcom India Telecom Pvt Ltd

- **International Project Management:** Managed 15+ high-impact projects for **Sri Lanka Telecom, Ruijie Networks China, Airtel, BSNL, Tata Teleservices, across the SAARC region**.
- **Global Revenue Models:** Executed **revenue-sharing and PayU business models**,
- Spearheaded **enterprise accounts for deal size of upto \$5.5Mn** in diverse international markets.
- **Sales & Marketing Leadership:** secured international contracts through **strategic bid proposals**.
- Delivered **30+ techno-commercial proposals**, ensuring seamless **cross-functional collaboration across borders**.