

VARUN KOTHARI

Consultant | Business Strategy & AI Adoption

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PROFILE

Digital strategy professional connecting customer needs, business research and practical AI adoption. Across five industrial-group entities, translate stakeholder evidence into workflow requirements, vendor decisions and usable systems. Previously closed 750+ B2B deals with disbursements exceeding INR 25 crore at InCred. PGDM, Marketing, IMT Ghaziabad.

CORE SKILLS

Strategy: Market research, segmentation, targeting and positioning (STP).

Process: Current-state analysis, requirements, workflows and acceptance criteria.

Delivery: Stakeholder discovery, vendor evaluation, rate benchmarks and approvals.

Automation: AI-assisted analysis, traceability, Power Automate, SharePoint and CRM.

PROFESSIONAL EXPERIENCE

Shakambari Enterprises India Private Limited

Head - Digital Strategy | Kolkata

Apr 2026-Present

- Mapped adoption needs across five entities by conducting 10+ stakeholder sessions.
- Cut estimated cost-sheet preparation from 3–4 hours to 30 minutes with a guided AI-assisted workflow.
- Enabled independent use with guided prompts and checks; the workflow produced 55 sheets in September and 22 in October.
- Defined requirements for five entities with Nickelfox, including access and acceptance criteria.
- Enabled tracking of 30 company-wide tickets in 15 days using SharePoint and Power Automate.
- Trained nine colleagues to use AI in daily work, including Copilot for Excel and Claude for task automation.
- Negotiated a 22% lower vendor hourly rate by benchmarking effort, rates and payment terms.
- Evaluated 48 vendors across five RFQs by comparing technical fit and commercial terms.
- Secured executive-director approval for AI-use guidance covering tools, data use and output checks.
- Validated the first three automated cost sheets against invoices; all three passed manual review.
- Deployed two corporate websites, including shakambari.in, with the delivery team.

Indian PAC Consulting Pvt Ltd (I-PAC)

Senior Associate | Kolkata | Short-term

Dec 2025-Jan 2026

- Enabled daily senior management monitoring with auto-refreshing reports across three social platforms.
- Processed ~2,100 profiles in one day; manually checked ~500 report outputs.

Thomas Assessments Pvt Ltd (Thomas International)

Summer Intern | Mumbai

Apr 2024-Jun 2024

- Built a 70+ company prospect map for assessment outreach, including 24 finance and nine consulting firms.
- Informed outreach recommendations by comparing two messages sent to 200 recipients each.
- Delivered two podcast videos for HR-focused digital outreach.

PROFESSIONAL EXPERIENCE CONTINUED

InCred Financial Services

Executive - SME Digital Acquisition | Mumbai

Oct 2021-Mar 2023

- Closed 750+ B2B deals worth over INR 25 crore in disbursements through SME acquisition and delivery coordination.
- Coordinated client delivery across sales, credit and operations, including documentation and post-sales issues.
- Completed one disbursement in 4 hours versus a usual 24–36 hours by guiding customers live and prechecking documents.
- Ranked among the top three for disbursement amount, earning Great Job recognition in September 2022.

SELECTED WORK

Kothari Financial Services

External advisory | Family-owned SME lending advisory

Jun 2025-Apr 2026

Call and workflow analysis

July-August 2026

- Prioritised lending workflows by analysing 527 call records with AI assistance; 460 were labelled KFS.
- Translated borrower, staff, partner and lender journeys into workflow requirements and an automation map.
- Created three reusable document lists and escalation playbooks from six WhatsApp chats covering 2,494 lines.
- Designed loan-intake and CRM workflows and developed an AI call and query-qualification proof of concept.
- Defined customer segmentation and positioning through competitor research and customer pain-point analysis.

Solborne

Competitor and customer pain-point research; pilot design

- Defined four customer profiles and pilot scopes by screening five niches against seven criteria.

Kritaro

Competitor and customer pain-point research; pilot design

- Designed an employer-led pilot using work samples and candidate consent, informed by competitor and customer research.

AI Task Orchestration Architecture

Proposed framework; service not activated

Sep 2026

- Designed a proposed task coordinator with isolated scopes, auditable records, recovery and approval controls.

EDUCATION

Institute of Management Technology Ghaziabad**2023-2025**

PGDM, Marketing

Relevant coursework: Strategic Sourcing; Business Research Methods; Strategic Management; Economics of AI for Policy and Business; NLP and Generative AI for Managers.

Bhawanipur Education Society College, University of Calcutta

B.Com (Hons), Marketing

2018-2021