

# AASHAY MODY

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## EXPERIENCE

**TANDEM CAPITAL**, Seed Stage Venture Fund and Studio

**August 2016 - Present**

*Product Manager - frontdesk.ai*

*Burlingame, CA*

- Owned product responsibilities and put together key elements of the pitch deck to take frontdesk.ai, an AI-powered information and reservation chatbot for local businesses, from idea to funded business
- Planned and conducted more than 30 in-person customer interviews which informed initial prototype development and led to 2 pilot customers, 1 of whom is currently experiencing a 50% appointment conversion rate from missed calls
- Designed first version of the landing page using HTML, CSS and Bootstrap to communicate product benefits to stakeholders
- Developed relationship with sales partner MINDBODY and introduced frontdesk.ai to key decision makers

*Entrepreneur-in-Residence*

- Supporting portfolio companies and go-to-market studio clients to develop and execute product strategy with a focus on testing and quantifying customer intent

**KIRAN GROUP - UNIQUE DESIGNS**, Jewelry Manufacturer and Supplier

**September 2012 - July 2016**

*VP - Innovation & Business Development*

*New York, NY*

- Generated \$5M of revenue growth in 12 months by bringing on online retailers James Allen and Brilliant Earth as customers
- Demonstrated annual inventory turn of 2.5x the industry average by building a business around special diamond cuts which are harder to source but in higher demand and offer better margins
- Recognized the rise of wearable tech and acted as lead evangelist of possible opportunities to retail partners including department stores, discount stores, TV retailers and online retailers
- Initiated several wearables projects including jewelry for Fitbit activity trackers, Swarovski accessories for Lumo Lift posture tracker, and connected jewelry in collaboration with CUFF
- Managed project planning and launch of ShopMilano.com, an additional shopping channel for customers of company-owned Milano retail jewelry stores
- Developed welcome email series along with a digital marketing agency which led to increased customer awareness and engagement outside physical stores, as demonstrated by a 6x increase in Facebook page likes in one quarter

**SUNGARD - AMBIT RISK & PERFORMANCE**, Financial Technology Provider

**August 2010 - August 2012**

*Implementation Consultant Lead*

*New York, NY*

- Led successful implementations of commercial loan underwriting platform at Hancock Whitney Bank and Business Development Bank of Canada, completing the latter under the expected budget
- Trained 100+ credit analysts and relationship managers at Hancock Whitney Bank on product use and benefits in 2 weeks
- Responsible for creating product requirements and specs, tracking project timelines, and collaborating with overseas resources

**MECENE INVESTMENT**, Private Equity Advisory Firm

**January 2010 - April 2010**

*Remote Research Intern*

*New York, NY*

- Conducted research and presented findings on socially responsible investments in the African IT sector
- Industry scan focused on mobile payments but also covered e-agriculture, education and e-government

## EDUCATION

**LEONARD N. STERN SCHOOL OF BUSINESS, NEW YORK UNIVERSITY**

**September 2007 - May 2010**

- Bachelor of Science in Finance and International Business, Specialization in Entrepreneurship
- Dean's List; Co-captain of NYU Pandemonium dance team which won or placed 2<sup>nd</sup> in 5 collegiate competitions in 2 years

**GENERAL ASSEMBLY**

**July 2016 - September 2016**

- Product Management: completed part-time course which resulted in the frontdesk.ai project
- Coursework included customer interviews, market research and sizing, competitive analysis, problem and value proposition definition, persona development, wireframing, pricing and business model strategy development

## ACTIVITIES & INTERESTS

- HTML/CSS: completed online course, created a [personal portfolio](#) and continuing to develop coding skills
- Startup Digest Curator (Wearables): 1000 subscribers in 9 months; consistently outperformed peer digests on engagement metrics as measured by 20% higher open and click rates
- Startup Weekend AR/VR 2017: Brought on sponsors for winner/runner-up prizes; led team of 5 to create an [education VR project](#)
- Startup Weekend Stamford 2012: Won Audience Choice Award out of 15 competing teams for a social date planning app
- Runner with Team for Kids (Queens 10K, Brooklyn Half), an organization providing fitness programs to underprivileged children
- Manchester United trivia enthusiast, vegetarian foodie and audiobook addict