



Revati Bajaj

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Summary

Business strategist with ~5 years spanning **business transformation and consulting, people strategy, and GTM** across India and MENA. Track record of walking into whitespace and building: Launched a US-based skincare brand into the Indian market generating **USD 100,000+** in revenue, secured a **USD 360,000** transformation engagement for a Dubai-based **luxury real estate developer**, and built Grant Thornton's **Leadership Development practice** from the ground up. Currently shaping GTM strategy for a European AI fashion content platform's market entry in the UAE.

Professional Experience

Consultant - Business Consulting | Grant Thornton Bharat LLP | India **Oct 2022 – Aug 2025**

Promoted from Senior Executive, Marketing & Communications to Business Consultant in January 2024.

- Built **financial models** across **10+ Long-Term Incentive Plans** (ESOPs, RSUs, SARs), stress-testing payout scenarios, equity dilution, and P&L impact to support C-Suite, Board, and shareholder approvals across listed and unlisted clients.
- Contributed to securing a **USD 360K transformation mandate** from a Dubai-based luxury real estate developer by leading strategic solutioning and executive proposal development.
- Enabled **USD 120K in annualised cost savings** for a Fortune India 500 conglomerate by diagnosing productivity gaps across 100+ roles and designing an outsourcing-led **workforce optimisation model** for two newly acquired plants.
- Designed and managed **end-to-end project governance** across **5+ concurrent client engagements**, establishing steering committee cadences, weekly check-ins, and escalation mechanisms to ensure **cross-functional accountability**.
- Designed an **enterprise-wide performance framework** for a global French energy company, defining **150+ KRAs and KPIs** across **50+ roles** and facilitating **change enablement workshops** with **15 senior leaders** to drive adoption.
- Authored the firm's **flagship industry report** on equity-linked incentives, translating complex financial concepts into a client-facing thought leadership publication distributed across the national client network.
- Managed a **cross-functional initiative** for HDFC Bank's public impact campaign, coordinating internal teams and external creative partners to deliver **3,00,000+ impressions** in 6 months.
- Recipient of **2 Spot Awards** for exceptional delivery, client engagement, and revenue generation July 2024 and Sept 2023.

Assistant Manager | Modere | India

Apr 2021 – Oct 2022

- Drove **USD 100,000+** in revenue and **2,700+** units sold by building a new skincare category in India from scratch, owning end-to-end **GTM strategy**, channel mix design, and commercial execution across offline and digital channels.
- Generated **500+ qualified leads** across 10 strategic urban markets by designing a city-prioritisation framework based on distributor density and commercial potential, directly supporting sales pipeline growth.
- Delivered international distributor conferences across **UAE** and **Maldives** for **100+ attendees**, managing a **USD 150,000 budget** and securing partnerships with Armani Hotel and Atlantis to drive **brand premiumisation** and distributor loyalty.
- Served as the primary liaison between **California headquarters** and India leadership, aligning competing priorities and translating global strategy into local execution across markets.

Digital Marketing Specialist | The Strategists | India

Sept 2020 - Apr 2021

- Expanded digital reach by **120% in impressions** and **70%** in engagement by designing data-driven influencer campaigns for a portfolio of **15+ clients**, shortlisting talent based on audience relevance and content quality.
- Oversaw end-to-end production for commercial photoshoots, managing **budgets, talent casting, and on-ground execution** to deliver brand-aligned visual assets across client mandates.

Projects & Certifications

- **GTM Strategy Advisor | Stoodio.AI | Barcelona (Remote)** **April 2026 – Present**
 - Spearheading the GCC market entry and GTM strategy for a global AI fashion platform (2.5M+ models, enterprise client base), partnering with international leadership to architect the launch playbook, channel mix, and rollout.
- **Certificate in Brand & Product Management | IE University (Online)** **March 2026**

Education

MBA (PGPX) – Indian Institute of Management, Ahmedabad | Dubai **2025 – 2026**

- *Position of responsibility: Cultural Secretary*

Bachelor of Commerce (Honors) – Jesus and Mary College, University of Delhi | India **2017 – 2020**

Leadership and Community

- As a **Global Shaper (World Economic Forum)**, led a **cross-functional team of 10** to launch Nari Shakti, a social impact toolkit on menstrual hygiene reaching **2,500+ lives** across India.
- **Keynote Speaker** on brand strategy and sustainability initiatives at Modere's annual conference with **500+ attendees**.
- Spearheaded **TEDxJMC 2019** as **Lead Organiser**, leading a cross-functional volunteer team, driving speaker curation, event marketing, and end-to-end execution to build community engagement and brand visibility for **500+ attendees**.