



# Navaneeth Reddy Yenugula

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## Summary

Co-founder of Dock Consulting and an IIT Kharagpur graduate with experience across strategy consulting, operations, social impact, and political advisory. Led large-scale transformation initiatives, driving revenue growth, improving operational efficiency, and delivering measurable impact across public and private sector engagements. Proven ability to navigate complex, multi-stakeholder environments through data-driven decision-making and stakeholder management.

## Professional Experience

**Co-Founder and Project Director | Dock Consulting | Hyderabad**

**Feb 2024 - Sep 2025**

### Strategy Consulting – Transformation strategy for the largest Dairy Cooperation in the State of Telangana

- Developed a transformation roadmap for Vijaya Dairy across procurement, operations, capacity planning, product mix and GTM; identified ₹6–8 Cr/month loss-reduction potential across a ~4.4 LLPD milk supply chain.
- Recommended and oversaw the launch high-value dairy products like probiotic curd, UHT & lactose-free milk, to drive revenue growth and diversify the product mix, increasing average realisation per litre of milk by 12–28%.
- Developed and implemented market expansion and distribution strategy, adding e-commerce and institutional partnerships to the marketing mix, resulting in 22% increase in market share in an already saturated and competitive market.

### Social Impact Consulting – Organisational restructuring, digital transformation, and stakeholder engagement initiatives

- Worked closely with senior civil servants to revitalise NGOs- Jana Adhikara Samithi and Aalaya Foundation through a digital-first transformation—launching new websites and revamping SM strategy, achieving 3x growth in SM followers.
- Designed and implemented a volunteer management system; mobilised 300+ volunteers to deliver 10+ large-scale community programs like health camps, political advocacy for disadvantaged etc through partnerships with NGOs.
- Conceptualised and launched the Backward Classes Indian Chamber of Commerce & Industry (BICCI); planned and executed a high-impact launch event with 200+ leaders from government, civil services, academia, and industry.

### Political Consulting and Strategy: End to End election strategy for a major national party in Telangana

- Directed end-to-end election strategy across Telangana and South India, managing a 500+ member cross-functional team; led end-end political campaigns to secure major victories in MLC and MP elections with 100% success rate
- Introduced innovative AI-driven political campaigning in Telangana’s political landscape by making first AI-generated campaign video and anthem; reached 300,000+ voters and significantly enhanced digital recall.

**Project Manager | NATION WITH NAMO | Hyderabad**

**Jan 2023 - Feb 2024**

- Led a 5-member macro-policy team across **5 southern states in India (922 Assembly and 130 Parliamentary constituencies)** to author research papers and strategy briefs, translating insights into policy priorities and electoral strategy.
- Managed statewide political strategy operations in Telangana, leading a 130+ member war room delivering voter research, candidate recommendations, and campaign strategy that supported a historic electoral outcome (8 MLA + 8 MP seats)

**Content and Operations Manager | Trell | Bangalore**

**Nov 2019 - Oct 2020**

- Led launch and scale-up of 5 regional language verticals, building a 30+ member content and ops team, onboarding 1,000+ influencers, and instituting KPI/KRA frameworks for the team to drive execution rigor and quality at scale.
- Drove data-led content development strategy, delivering 20% CAC reduction and 40% DAU growth in 6 months, and supported e-commerce launch through strong product–influencer–consumer fit insights

**Operations Manager | HDFC | Mumbai**

**Jul 2016 - Feb 2017**

- Scaled operations for RED Circle as part of a 3-member core team, recruiting a 20-member team, onboarding 200+ developers, and overseeing 4,000+ property listings to ensure data quality and platform scalability.

## Education

**MBA – Indian Institute of Management, Ahmedabad- Dubai campus | Dubai**

**2025 – 2026**

**Dual Degree (B. Tech and M. Tech ) – Indian Institute of Technology, Kharagpur | India**

**2011 – 2016**

## Positions of Responsibility

**Recruitment Secretary, Indian Institute of Management, Ahmedabad – Dubai campus**

**2025 – 2026**

- Head of the Placement Committee, leading a team of 2 Vice Recruitment Secretaries; serving as the primary liaison between recruiters, placement office, and batchmates

## Certifications

Financial Risk Manager (FRM) - Level 1 & 2 conducted by Global Association of Risk Professionals (GARP)

Chartered Financial Analyst (CFA) – Level 1 conducted by CFA Institute