

AATUM DESAI

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EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

M.B.A., Full-Time Program, Marketing Analytics & Finance Specializations, GMAT 730 (96th percentile)

June 2025

- *Honors:* Dean's Fellowship (\$30k), Student Investment Fund Fellowship (\$10k), Tepper Tech Innovation Challenge – 2nd Place (\$5k), Net Impact Consulting Challenge – Semifinalist
- *Membership:* Management Consulting Association (Director), Tech Business Association
- *Capstone:* Developed market entry strategy for auction platform acquisition, leveraging pricing optimization, competitive analysis, and product differentiation to assess investment feasibility

GEORGIA INSTITUTE OF TECHNOLOGY

Atlanta, GA

B.S., Mechanical Engineering, Minor: Microeconomics

May 2017

- *Honors and Membership:* Dean's List (2013-2017), Georgia Tech Hockey Club, Montgomery Machining Mall Instructor

EXPERIENCE

ABBOTT

San Francisco, CA

Product Manager Intern

June 2024 – August 2024

- Refined and optimized marketing journeys for core product line using data analytics, customer segmentation, and competitive insights, increasing customer engagement by 10%
- Collaborated with cross-functional teams to drive go-to-market strategy for product launch, assisting in the training of 400-person salesforce and supporting rollout to 100k+ healthcare providers through segmentation research and targeted marketing

PINN INVESTMENTS - \$100M in real estate and venture capital investments

Newport Beach, CA

Senior Associate, Strategy & Operations | Associate | Analyst

December 2018 – February 2024

Strategic Planning & Market Analysis

- Developed dynamic pricing strategies using market analysis and demand forecasting, optimizing revenue streams and increasing utilization rates by 6%, resulting in \$750k in additional annual revenue
- Executed \$65M property sale through competitive analysis and discounted cash flow (DCF) modeling, leveraging NPV and maximizing capital allocation, achieving 120% ROE and setting record sale price-per-room in Anaheim
- Conducted financial risk assessments and scenario modeling to evaluate business strategies and venture capital investment trade-offs, improving long-term ROI and reducing portfolio volatility

Operational Strategy & Execution

- Oversaw cross-functional collaboration across engineering, design, asset management, and marketing teams to execute \$50M, 174-room hotel development roadmap, ensuring market alignment and efficient delivery
- Directed team of 20+ consultants to analyze general contractor performance and damage claims in \$34M construction dispute, synthesizing data into structured reports and reducing legal exposure by \$11M

Data-Driven Decision Making & Process Optimization

- Implemented scalable process automation frameworks to improve revenue forecasting accuracy by 22%, streamlining cross-functional decision-making and enhancing operational efficiency across multiple business units
- Led enterprise-wide cost optimization initiatives by streamlining procurement workflows, renegotiating vendor contracts, and enhancing financial forecasting, reducing annual costs by 12% and improving budget efficiency across multiple departments

AMADA AMERICA

Buena Park, CA

Mechanical Design Engineer

February 2018 – December 2018

- Led end-to-end product development of autonomous sheet metal feed system, integrating customer insights, market research, and competitive analysis, resulting in \$3M annual revenue and 12% increase in customer base
- Streamlined prototyping workflows, optimized manufacturing processes, and secured cross-functional alignment with engineering and operations teams, accelerating product roadmap execution by 25%

ADDITIONAL

- *Skills:* Financial Modeling | Investment Valuation | Market Positioning | Go-To-Market Strategy | Stakeholder Engagement
- *Software:* SQL | Tableau | Power BI | Financial Modeling | Sawtooth | Qualtrics | Microsoft Office Suite | Python
- *Interests:* Electric/Acoustic Guitar (acoustic versions of grunge songs), Golf (future bogey golfer), Trading & Investing (options, futures), Ice Hockey (inexplicably an Anaheim Ducks fan), DIY (built an electric guitar and a lightsaber hilt)