Ajay Shinde

Founder's Office | Business Operations | Special Projects

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Open to Pune, Bengaluru, Mumbai and remote opportunities

PROFESSIONAL SUMMARY

Startup operator and founder with **5+ years** across health, D2C, quick commerce and recruitment. Served on **iThrive's core leadership team**, helping grow sales and leading brand and product launches. Owned brand P&Ls and reporting at Pickquick. Built a recruitment business serving **15 clients with 25 placements**; executed outreach, deck and diligence for iThrive's **$350K fundraise**.

PROFESSIONAL EXPERIENCE

Godel Consulting Jul 2024 - Nov 2026

Founder

- Built and ran a startup recruitment business serving **15 clients**, delivering **25 successful candidate placements**.
- Designed and launched Godel's **website and job board web application** to support hiring workflows.
- Partnered with founders to define hiring requirements, screen candidates and build early teams across fintech, health, AI, marketing and developer tools.

Pickquick (Civicgrid Technologies Pvt. Ltd.) Dec 2025 - Jul 2026

Senior Associate - Founder's Office

- Owned **brand profit and loss (P&L)** for brands including **Vasant Masale, Gokul and Keerthi Nirmal**, alongside quick-commerce sales.
- Built **live dashboards and brand-level analytics**; handled **MIS and financial reporting** for the brand portfolio.
- Managed client and vendor relationships across brand accounts.

iThrive May 2021 - May 2024

Core Team Leadership | Health Startup

Roles held: Head of Special Projects, Project Manager, Marketing Associate

- Helped **grow iThrive's sales** through direct selling, then **building a sales team and developing sales systems**.
- Led the **iThrive Essentials brand launch**, set up **e-commerce operations**, and managed vendors.
- Led **diagnostics product development and launch** in collaboration with the technology team.
- Owned **investor outreach, pitch-deck development and due diligence** for a **$350K fundraise** from high-net-worth individuals and institutional investors.
- Built **10+ B2B partnerships across India and the GCC**.
- Ran cross-functional projects across technology, operations and marketing; built internal systems to support execution.

CORE SKILLS

Business operations, sales team leadership, brand launches, e-commerce operations, P&L management, vendor management, MIS, financial reporting and recruitment.

Tools: Excel, Notion, Figma, Canva, Webflow, WordPress, Lovable, Supabase

EDUCATION

MIT World Peace University, Pune | BBA, International Business & Entrepreneurship
Graduated 2020 | CGPA: 8.9/10

SMART Centre | Programme in Innovation, Entrepreneurship & Disruptive Technologies
Attended at the National University of Singapore campus