

AMBAR SHANTE

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SUMMARY

Strategic and analytical leader with extensive experience driving product growth and operational excellence within premier global tech scaleups across fintech, food-tech, and marketplaces. Functioned as a key operator and strategic advisor to founders and executive teams, leading high-impact initiatives. Proven ability to translate complex data into actionable roadmaps for market expansion, pricing optimization, and marketplace management. Adept at leading cross-functional teams to execute on strategic product priorities and deliver measurable results.

WORK EXPERIENCE

Freelance Consultant and Solo Builder

Dubai

Various

Jan 2025 - Present

- Consulted with the founder of a British mental health business to productize their offerings and automate workflows.
- Independently built [realmortgage.xyz](#), a free toolkit for people looking to navigate the UAE real estate market.
- Consulted with portfolio companies of a PE firm (FMCG, Clean Energy) on market entry, hiring, and operations setup.

Atlas

San Francisco

Product Operations Lead

Apr 2024 - Nov 2024

- Revamped the onboarding and user activation funnel after identifying key friction points; implemented targeted infrastructure and process changes that improved activation rates by 90%.
- Improved the profitability by building and executing a debt collection lifecycle that boosted the collection rate by 29% within 3 months of implementation.
- Drove the operational execution for a new rent-reporting product, from competitive & regulatory research to launch, leading to improved retention and growth while providing an average 30-point increase in users' credit scores.

CrowdRiff

Toronto

Director of Product Strategy & Operations

Apr 2022 - Aug 2023

- Led a high-impact project to launch a new B2B marketplace (CrowdRiff Creators), owning the initiative from ideation and problem discovery through to GTM strategy and execution, achieving \$1.2M ARR.
- Developed an actionable roadmap for the North America rollout, defining and monitoring KPIs to track performance against strategic goals while leading a three-member team.
- Designed and implemented automated operational solutions and dashboards (using SQL, BI tools, Airtable, Zapier) to support the marketplace, improving internal team efficiency by over 80%.

Ninja Delivery

Toronto

Senior Strategy & Operations Manager

Nov 2021 - Apr 2022

- Analyzed operational data to identify key levers for marketplace efficiency; built an automated order batching system (using Google Apps Script & Maps API) that improved rider efficiency by over 75%.
- Conducted a deep-dive analysis of procurement and inventory data to identify root causes for capital inefficiency; implemented standardized processes that reduced wastage by 70% while supporting market expansion through the launch of new dark stores.

Skylight

Toronto

Product Manager

Sep 2020 - Apr 2021

- Owned the product roadmap for internal operational tools; collaborated with Engineering to translate user requirements into features that reduced project timelines by 60% and material costs by 15%.

Zomato

New Delhi

AVP Strategy & Operations

Jun 2019 - Sep 2020

- Led product management for key marketplace functions, including B2B logistics and payments; drove integration with a lending platform to provide credit to merchant partners, reducing churn by 35%.
- Collaborated with Engineering and Data leadership on long-range technical planning, including the strategic migration of core infrastructure from Azure to AWS to support future scalability.
- Acted as a key operator and strategic advisor to the founders and executive team during the company's rapid global expansion into 24 markets.
- Collaborated with the COO on improving financial performance; led a global, cross-functional initiative with Finance, Legal, and HR to optimize operations, driving large-scale cost reductions across all markets.

EDUCATION

Chitkara University

India

Bachelor of Engineering, Computer Science

2012

SKILLS

- **Strategy & Planning:** Strategic Planning, Marketplace Management, Competitive Analysis, Data Analysis (SQL, BI Tools), Market Sizing & Expansion, Financial Acumen, Pricing Optimization
- **Execution & Project Management:** Product Management (Roadmap & Prioritization), Operations Management, Cross-Functional Collaboration, Stakeholder Management, GTM Strategy
- **Tools & Technologies:** Various AI coding tools (Cursor, v0, Firebase Studio, etc), BI Tools (Looker, Metabase, etc.), SQL, Airtable, Zapier, Google Apps Script, Figma