# Medha OJHA

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## SUMMARY

Strategy consulting and product management professional with 7+ years' experience across AI startups, finance and social impact sectors. Currently pursuing an MBA at INSEAD, learning global business perspective to build and implement scalable strategies in emerging markets.

## EXPERIENCE

**ADYA AI**                                                                                                    **Hyderabad, India**
*Indian startup that designs, builds, and deploys customized enterprise AI solutions.*
**Associate Product Manager**                                                                            **2025 - 2025**
- Launched enterprise AI Agents for customer support, marketing and analytics by owning 0-to-1 product lifecycle and managing a 12-member cross-functional team across engineering, data science, UI/UX, sales and operations
- Secured a €215K contract with a US-energy client through requirements analysis and product demos to senior stakeholders
- Reduced new-client onboarding time by 5 days by standardizing onboarding workflows and training client teams on revised playbooks
- Led Request for Proposal creation and product demonstrations for 15+ clients across energy, healthcare, F&B and technology sectors

**THE NUDGE INSTITUTE**                                                                                **Bangalore, India**
*Indian non-profit that collaborates with governments, markets, and civil society for social impact solutions.*
**Manager**                                                                                                    **2024 - 2025**
- Consulted two Agri-tech clients on scale-up strategy by leading a product evaluation with 1,000+ farmers, 9 implementation partners across 5 regions in India
- Consulted government on a €32M startup incubation program, designing an impact assessment framework for evaluating 80+ startups

**Associate Manager**                                                                                    **2022 - 2024**
- Co-authored two product evaluation reports with 45+ Agri-startups, 30 non-profits, and 11 research institutes, aligning stakeholders on impact outcomes and strategic recommendations
- Secured €371K in project funding by developing proposals and pitching program vision to philanthropic and corporate stakeholders

**TECHNOSERVE**                                                                                            **Mumbai, India**
*US-headquartered non-profit partnering with businesses and governments to design market-based solutions for impact.*
**Senior Project Management Associate**                                                            **2021 - 2022**
- Increased digital literacy by 40% for 2,000 rural women by designing and leading a digital literacy program with a 42-member team
**Project Management Associate**                                                                        **2020 - 2021**
- Increased income by 25% for 8,000+ farmers by developing a monitoring framework with KPI tracking for program refinement
- Reduced reporting times by 15 days per quarter by training 50+ team members on new data collection tools and methodologies

**BANK OF AMERICA CONTINUUM INDIA PVT. LTD**                                            **Hyderabad, India**
*A US-based multinational investment bank and financial services company*
**Senior Technical Associate**                                                                            **2017 - 2019**
- Reduced settlement time for Singapore's securities exchange market from T+3 to T+2 days through product architecture improvements
- Received Silver Award for critical project delivery that ensured compliance during high-stakes system migrations

## EDUCATION

**INSEAD**                                                                                                          **Singapore**
**MBA Class of July 2026**                                                                                **2025 - present**
- President, Women in Business Club: Lead a team of 12 members to design and deliver women networking and mentorship programs
- Grab Product Games 2025- Proposed a fintech product for APAC markets with validated business case and working prototype
- Built a talent risk management ML model to identify attrition patterns and estimate 8-12M USD in potential annual HR cost savings

**Ashoka University**                                                                                        **Sonipat, India**
**Post Graduate Diploma in Liberal Arts Education**                                            **2019 - 2020**
- Secured Outstanding Project Award for user insights driven strategic plan to launch an Agri-financing product across 344 locations

**Vellore Institute of Technology**                                                                    **Chennai, India**
**Bachelor of Technology, Electrical & Electronics Engineering**                        **2013 - 2017**
- Led a 25-member cross-functional All-Terrain Vehicle engineering team, securing top 10 rank for business presentation at BAJA SAE USA covering vehicle design, pricing, and go-to-market strategy

## ADDITIONAL INFORMATION

- Nationality:  Indian
- Language: Hindi (Native), English (Fluent)
- Achievements: Business Event Judge at Enduro Student India (2018-2019), a national motorsport competition in India
- Technical Skills: Machine learning models, AI product management, large language model (LLM) evaluation
- Personal Interests: Conducting cultural food tours, yoga, Indian folk dancing