

ASHESH RAGHAV

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EDUCATION

- 2030-31** (expected) **Indian School of Business (ISB), Hyderabad** INDIA
Fellow Program in Management, Area: Marketing (equivalent to PhD)
- 2016** **Institute of Management Technology (IMT), Ghaziabad** INDIA
Post Graduate Diploma in Management, Area: Marketing (equivalent to MBA)
- 2012** **National Institute of Technology (NIT), Rourkela** INDIA
Bachelor of Technology, Area: Mining Engineering

RESEARCH INITIATIVES

Working Paper

- Raghav, A. (2025). Influence of Pricing, Learner Testimonials, and Institutional Credibility on Enrolment Decision-Making in Indian Online Higher Education

Publication

- Raghav, A., Pahuja, S., & Jayanthu, S. (2011). An overview of occupational hazards due to exposure to noise in mines and its solution vis-à-vis active noise cancellation. The Indian Mining & Engineering Journal, 50(6), June 2011

Bachelor's Thesis

- Title: Noise Control through Active Noise Cancellation Technique in Mines (May 2012)
- Supervisor: Dr. Singam Jayanthu, NIT Rourkela, India
- Description: Conducted noise exposure analysis in mechanized mines and designed a specialized headphone using ANC and Band Pass Filters to filter hazardous machine noise

Paper Presentations

- Participated in the International Conference on Technological Challenges and Management Issues for Sustainability of Mining Industries at NIT Rourkela, India (Aug 2011)
- Awarded 1st prize in National Seminar on Environment & Sustainable Development in Mineral Industry & Solid Waste Management at Andhra University, Vishakhapatnam, India (Mar 2011)
- Awarded 2nd prize in All India Research Paper Presentation Competition in the Annual Mining Technical Symposium at Anna University, Chennai, India (Mar 2010)
- Awarded 1st prize in the paper presentation event at the Annual Mining Symposium of Indian Institute of Technology (IIT), Kharagpur, India (Nov 2009)

PROFESSIONAL APPOINTMENTS

Apr '26 – Jul '26

Crack-ED (Car Dekho Group) GURGAON, INDIA

Chief Operating Officer

(Annual Turnover: \$15 Million; Employees: 300)

- Designed and implemented a data-driven operational diagnostic, using occupancy and efficiency metrics to identify underperforming centres, resulting in a near-tripling of centre efficiency (32%→92%) within a 3-month intervention window
- Built an integrated performance-measurement system, consolidating fragmented data sources into a unified analytics dashboard tracking learner progression, attendance, and payment status; enabling real-time, evidence-based operational decisions

- Developed and administered a multi-parameter assessment framework (spanning communication, product knowledge, negotiation, and confidence), tracked longitudinally across pre, mid and post assessment stages for the full student cohort via the Learning Management System (LMS)
- Built a standard operating procedure formalizing the end-to-end candidate journey across program types, translating an informally-run process into a documented, replicable organizational system
- Designed and institutionalized a policy framework for ethical conduct and consequence management, establishing a tiered classification of severity and response called as Workplace Integrity Matrix

Sept '22 – Mar '26

Associate Vice President – Sales

upGrad Education GURGAON, INDIA

(Annual Turnover: \$300 Million; Employees: 6000)

- Led go-to-market, pricing, and positioning for high-involvement online degrees, shaping research interest in pricing and brand-driven value perception
- Shaped consumer trust and scaled conversion through tiered offerings and low-ticket entry programs, improving lead-to-payment conversion from 1.5% to 3%
- Drove brand co-creation with university partners, strengthening consumer perception of institutional credibility and contributing to a 40% improvement in contribution margins
- Analyzed learner behavior via testimonials, correlating refund reduction (12% → 3%) and financing adoption to generate insights on trust-building in online education

Sept '21 – Aug '22

Deputy General Manager - Sales

Great Learning GURGAON, INDIA

(Annual Turnover: \$200 Million; Employees: 4500)

- Managed a \$18M annual revenue portfolio with 100+ team members, worked closely with co-founders to improve sales efficiency and conversion rate (lead to payment)
- Spearheaded incentive restructuring and overhauled audit processes, shifting culture from compliance to enablement
- Led monetization and GTM for new online postgraduate programs, scaling online PGDM (Great Lakes) to \$300K/month in 60 days; through analysis of early-stage consumer trust formation and pricing impact in online education

June '20 – Aug '21

Associate Director - Sales

Unacademy BENGALURU, INDIA

(Annual Turnover: \$150 Million; Employees: 2000)

- Led Unacademy's strategic expansion into K–12, launching a Zoom-based video sales model that significantly improved conversion rates
- Designed org structure, sales playbooks, and led training & audit for a new unit, enabling scalable adoption while maintaining customer experience standards
- Collaborated with product and content teams to analyze learner feedback and behavioral data; informing research on how marketing and delivery co-create perceived program value in online education

April '19 – May '20

Regional Head - Sales

Vedantu Education GURGAON, INDIA

(Annual Turnover: \$50 Million; Employees: 1200)

- Led regional expansion by launching operations in 13 Indian cities, driving adoption & trust in emerging live online tutoring category
- Led a 400-member sales team, gaining insight into how regional and cultural contexts shape parental trust in online education

- Scaled monthly revenue from \$75K in Apr'19 to \$1M in Apr'20, demonstrating rapid consumer adoption and sensitivity to value perception in online learning

Mar '17 – Mar '19

Sundane Energy GURGAON, INDIA

Co-founder

- Founded and scaled a clean-tech start-up to \$250K ARR, deploying rooftop solar PV across states through NBFC partnerships in response to the price sensitivity in emerging market for increased consumer adoption

July '16 – Oct '18

Xseed Education GURGAON, INDIA

Market Manager - Sales

- Drove school outreach and enrolment across North India, onboarding 250+ schools in a year - early insights into institutional adoption in K–12 education

July '13 – June '14

Corporate Gurukul KOLKATA, INDIA

Business Development Manager

July '12 – June '13

Coal India BILASPUR, INDIA

Management Trainee – Mining

ADDITIONAL INFORMATION

Languages:

- English (Primary Language) – High Proficiency
- Hindi (Mother Tongue) – High Proficiency

Computer and Research Skills:

- Statistical Tool – R, Python, Stata
- Data Management – SQL, Excel (Advanced), Tableau
- Visualization – Microsoft Office Suite, Mendeley, Zotero, Latex, Overleaf

Community Engagements & Volunteering:

- Volunteered with 'Teach for India' to teach English & Mathematics to underprivileged kids
- Regular blood donor & participant in health awareness drives in Rotary International
- Participated in city clean-up campaigns, contributing to sustainable community hygiene