

SHIVAM SHARMA

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EDUCATION

Simon Business School, University of Rochester

Rochester, New York

Master of Science in AI in Business (STEM-Certified) - Merit Scholarship

December 2025

Coursework: Machine Learning, Data Management, Warehousing, and Visualization, Big Data, AI and Deep Learning.

University Of Central Lancashire

Preston, United Kingdom

Bachelor of Arts (Honors), International Business and Management – Class 2.1

May 2020

PROFESSIONAL EXPERIENCE

Ain Center for Entrepreneurship and Innovation

Rochester, New York

Product Manager (Lead)

March 2025 – October 2025

- Sole builder on Replit.com of three student platforms - [VentureForge](#) (dual simulation), [Customer Discovery Toolkit](#), and [Foundry MatchUp](#) - taking each from blank repo to production in an ambiguous, zero-spec environment; set up intake to PRD to prioritization and release planning with faculty alignment; delivery at least 90% on time across seven-week MBA cohorts.
- VentureForge:** Built startup & airline simulations with AI coaching, price-demand & capacity economics, & cohort events; integrated Canvas LMS for automatic grading; generated instructor reports in about 10 minutes, reducing grading prep by about 35%.
- Customer Discovery Toolkit:** launched an AI idea validator, persona generator, interview simulator, and market briefs. Standardized structured JSON with validation and type safety. Adopted by 50+ student founders and teams to speed decisions.
- Foundry MatchUp:** Campus - wide platform used by 3,000+ students and founders to find teammates and to browse and post projects, internships, and longer-term roles; includes admin controls for verification, moderation, and content management.

Vollie, Inc.

Buffalo, New York

Product Management Intern (AI and Automation)

May 2025 – October 2025

- Built an LLM matching pipeline (45 forms/day) that raised matches from 12 to 36/day (threefold), & cut triage from 5 mins to 1 min.
- Consolidated the platform to Bubble.io & automated more than 4 workflows, reducing projected tool spend by more than \$60k/year.
- Shipped meeting analytics and safety features (auto join, transcript analysis, sentiment and risk detection) and automated PDF reports, cutting facilitator prep time by 80 percent and delivering summaries within minutes
- Owned a 12-week GTM plan & cohort pilot; introduced a B2B motion to accelerate near-term revenue & delivered a VC-ready MVP.

CloudApproach - Real-Estate Marketing Automation (Acquired)

New Delhi, India

Co-Founder and Product Marketing Lead

December 2022 – March 2024

- Packaged marketing bundles for real-estate agencies, scaled to 80+ agencies, cut monthly admin time 25%, saving \$25K/agency/year.
- Managed a \$200K content marketing budget and influenced >\$5M in client closed deals across the Middle East and UK.
- Closed a mid-six-figure acquisition with an international buyer; owned the diligence package and led the product transition.

Approachables - Design and Marketing Agency (Sold)

Preston, United Kingdom

Founder and Product Manager

July 2019 – December 2022

- Founded and bootstrapped a design/marketing agency to 200+ paying clients, delivering enterprise campaigns for Sony TV India and Shark Tank India-featured startups with at least 95 percent on-time delivery across up to 6 concurrent projects.
- Managed a 60-day acquisition handoff for 6 key accounts (65% of revenue), met 92% of top-account deadlines & preserved revenue.

PROJECTS

HELOC Loan Risk Prediction Platform | *Streamlit, Python, Azure ML, SHAP, Matplotlib and Tableau.*

- Delivered an XGBoost model at 73% accuracy vs 62% baseline with SHAP explainability and dashboards improved approval transparency for loan officers.

Marketing Automation and CRM Development Project | *Six Point Finance Under Prof. Dan Keating*

- Designed CRM + Mailchimp automation reaching 2,000+ firms; cleaned datasets to increase targeting precision 15%.

City of Rochester (via Simon Vision Consulting) | *Pro Bono Strategic Consultant*

- Built an XGBoost + Isolation Forest fraud detection pipeline, reducing processing time 25%, and flagged 13% high-risk cases.

ADDITIONAL

- Served as Vice President, Masters Advisory Council, selected by peers (top 5% of cohort) to lead student engagement initiatives.
- Simon Strong Community Builder Award (top 1% of cohort), a selective honor for fostering community collaboration.

SKILLS

Technical : Tableau, Excel (Power Query & pivots), Figma, SQL, Python, Replit.com, Bubble.io, GitHub, Jira, Notion, AWS, Mixpanel.

Product Strategy: PRDs & BRDs, Prioritization (RICE, MoSCoW), JTBD, OKRs, Agile, Scrum, A/B testing, KPI, stakeholder management.

Healthcare & Privacy: HIPAA/PHI | **API-first:** OpenAPI, OAuth2, webhooks | **Consulting:** market sizing, cost-benefit & sensitivity analysis.