

AMBAR SHANTE

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SUMMARY

Strategy and operations leader with 12+ years building and running high-complexity businesses across mobility, logistics, fintech, and marketplace platforms – spanning pre-Series A through IPO-readiness. Experienced in partnering with C-suite leadership to translate ambiguous strategic direction into executable operating models. Track record of building operating infrastructure from scratch: OKR systems, cross-functional governance, performance scorecards, and automated workflows that scale without headcount. Operates as an AI-native builder, using AI tooling to accelerate output velocity and designing production level AI-enabled workflows. Comfortable across technology platforms, and multi-geography, cross-functional operations.

EXPERIENCE

Zypher – Founder & Principal Consultant

Dubai, UAE | Jan 2025 – Present

- Designed and built AI-native operating systems for early-stage companies, replacing manual workflows with automated, zero-headcount-scalable infrastructure across onboarding, tracking, and monetization
- Advised founders and portfolio companies of Mirai Capital and a UAE royal family office on GTM strategy, market entry, and partnership structuring
- Built and deployed production software using agentic AI workflows, including a healthcare professional marketplace, a cross-platform portfolio tracker with a proprietary MCP server, and an LLM-powered ATS optimization tool – handling architecture, infrastructure, and go-live independently
- Developed LLM evaluation frameworks to benchmark structured data extraction, prompt accuracy, and generation quality across multiple foundation models

Atlas – Lead Product Manager

San Francisco / Toronto | Apr 2024 – Nov 2024

- Owned roadmap and execution for rent reporting and collections products, reporting directly to CEO and CTO in a high-velocity, resource-constrained environment
- Built a 0 to 1 automated collections engine from scratch using SQL and Customer.io, achieving 29% recovery rate within 3 months of launch
- Diagnosed onboarding friction through quantitative and qualitative analysis, redesigned the user flow, and lifted activation rates by 90%
- Delivered an average 30-point credit score improvement per user through product and lifecycle changes, directly improving retention

CrowdRiff – Director, Strategy & Operations

Toronto | Apr 2022 – Aug 2023

- Owned P&L, roadmap, and growth strategy for CrowdRiff Creators, a creator marketplace business unit; scaled from pilot to \$1.2M ARR within 12 months
- Designed the full operating infrastructure for the marketplace – workflow automation, creator and customer management systems, performance tracking – reducing manual effort by 80% and enabling the business to scale without adding headcount
- Defined pricing architecture, customer segmentation, and digital asset licensing models; led cross-functional alignment across Sales, Customer Success, and Growth on strategy and success metrics
- Managed budget across hiring, tooling, and vendor decisions; held a team of 3 direct reports accountable to delivery; partnered with Customer Success to retain and expand key accounts

Ninja Delivery – Senior Strategy & Operations Manager

Toronto | Nov 2021 – Apr 2022

- Joined as the first Strategy & Ops hire; built logistics operations infrastructure from zero, including shift planning, rider incentive design, inventory workflows, and delivery zone logic
- Built an automated order batching system using Google Apps Script and Maps API, improving orders per rider per hour by 75% during peak periods
- Standardized in-store picking and inventory storage workflows integrated with Shopify, enabling single-pass picking and reducing fulfillment errors
- Led end-to-end dark store launches including site setup, vendor procurement, and rider hiring across multiple locations

Skylight – Product Manager

Toronto | Sept 2020 – Sept 2021

- Owned roadmap for internal operational tools supporting renovation workflows; delivered changes that reduced project timelines by 60% and cut material procurement costs by 15%

Zomato – Analyst to AVP, Product & Operations

New Delhi | Apr 2013 – Sept 2020

Grew through six roles over seven years as the company scaled from ~150 to 5,000+ employees across food delivery, B2B supply, and international expansion into 100+ cities.

- Led product and operations for Hyperpure, Zomato's B2B restaurant supply business, from build through post-acquisition integration; defined strategy, ran operations, and embedded the unit into the broader business
- Built supply-demand forecasting models at subzone level using large-scale operational data, enabling efficient rider allocation across time windows and geographies
- Launched One-Click Merchant Onboarding by integrating ecosystem data sources, achieving zero CAC for thousands of restaurant partners while maintaining regulatory compliance
- Led integration with Indifi (NBFC/SME lender) to enable working capital financing for restaurant merchants through 30–60 day credit cycles
- Structured and executed a strategic partnership with OYO, enabling asset-light expansion and eliminating capex through flexible onboarding infrastructure
- Managed cross-functional teams of up to 15 across customer support, analytics, and operations; partnered with COO and senior leadership on global cost and efficiency initiatives
- Supported international expansion into Portugal, Turkey, Indonesia, and Brazil through operations planning, hiring, and market setup

SKILLS

Strategy & Operations: Strategy development, OKR design and implementation, operating rhythm design, governance and decision-rights frameworks, P&L ownership, cross-functional alignment, board and investor materials

Analytical: SQL, funnel analysis, KPI design, supply-demand modelling, A/B testing, dashboarding (Tableau, Metabase, Amplitude, Mixpanel)

AI & Tooling: Agentic AI workflows, LLM evaluation, MCP server development, workflow automation (Zapier, Google Apps Script, Customer.io), Python (data extraction and dashboarding)

EDUCATION

Bachelor of Engineering, Computer Science

Chitkara University, India | 2012