

ANUSHA KURMA

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PROFESSIONAL EXPERIENCE

ZED MOBILITY (A ride-hailing startup in Dubai redefining urban mobility)

Dubai, UAE

Product Manager

Aug 2023 – Feb 2025

- Launched Zed from 0-to-1, scaling to 50k riders, 20k drivers and ~\$5M ARR by defining a focused product roadmap
- Owned the development of scalable matching and pricing algorithms, leading a team of 10+ engineers and designers
- Drove 100x growth in 3 months by driving GTM strategy & honing rider-driver experiences through data & user research
- Delivered Dubai's 1st wireless taxi meter integration by partnering with RTA on technical contracts & regulatory approvals

NURTURE.FARM (An Agri-tech startup empowering farmers in rural India)

Bengaluru, India

Senior Product Manager

Apr 2022 – Jul 2023

- Launched the nurture.partner app from 0-to-1, enabling farm mechanization for 50K+ farmers via a 5K+ gig workforce
- Increased farmer engagement from 5% to 60% by designing end-to-end discovery, booking, fulfilment & last-mile flows
- Enabled farmers cultivating 1M+ acres to apply for carbon credits by driving adoption of sustainable programs (AWD, DSR) & developing ML-based geofence detection & farm practice data collection systems
- Recovered \$100K annually and reduced unauthorized bookings by 57% by developing fraud detection models and alerts

DAILY ROUNDS/MARROW (An ed-tech startup delivering impactful content for medical exam preparation)

Bengaluru, India

Product Manager

Sep 2020 – Mar 2022

- Raised app rating from 4.0 to 4.5 by enhancing learning experiences for 200K+ students & streamlining content creation
- Achieved 50% higher CTR on homepage content by building a personalized content recommendation system
- Drove annual revenue growth of \$1.2M by optimizing critical purchase flows and increasing renewal rates
- Enabled 50+ A/B tests & data-driven product building by establishing the company's first data analytics pipeline
- Reduced course launch time from 3 weeks to 1 hour by building a configurable course creation system that enabled scale

WALMART LABS (Canada market)

Bengaluru, India

Associate Product Manager

Jan 2020 – Aug 2020

- Reduced price variation across channels by implementing a price localization algorithm that enhanced Walmart Canada's omnichannel experience & strengthened its low-price positioning
- Designed price communication experiments across customer journeys and search, driving a 4% increase in CTR
- Collaborated with Inventory Management team to optimize perishable inventory update logic

OLA CABS (A leading ride-hailing platform in India)

Bengaluru, India

Product Analyst -> Associate Product Manager

Jan 2018 – Jan 2020

- Increased revenue by 2% by creating a dynamic allocation scoring system that optimized the platform's category mix
- Reduced cancellations by 2% by deploying a real-time supervised ML cancellation model into the allocation engine
- Won Ola Hackathon (1st of 50 teams) for building an innovative bidding-based pricing model, now an industry standard

ADDITIONAL INFORMATION

Additional Experience: Data Analyst at MU-SIGMA, Bengaluru, India from Oct 2016 – Dec 2017

Recognition: At Daily Rounds, won the Kansha Award twice, given to the top 1% of the employees, for delivering high impact

Technical Skills: SQL, Python, A/B testing, Productizing ML Models, Understanding of LLMs, Prototyping with AI tools

EDUCATION

JOHNSON CORNELL TECH (SC JOHNSON COLLEGE OF BUSINESS)

New York, NY

Master of Business Administration (MBA), STEM Designated

May 2026

- **Awards:** Fried Fellowship - awarded to 2 out of 75 students for academic excellence and leadership; Forté Fellowship
- **Wins:** Runner-Up (2nd of 50 teams), Microsoft Case Competition for Navi, an AI-powered retail-accessibility assistant; Winner (Best Accessibility Product, 1st of 20 teams) for Runyan, a spatial-audio based wearable for blind runners.
- **Coursework:** Advanced Strategy, AI-Enabled Product Development, Accessibility & Inclusive Design (WCAG 2.2)

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY

Hyderabad, India

Bachelor of Technology + Master of Technology - Mechanical Engineering

Aug 2016