

SANDIP PRAKASH BADRAPPAN

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SUMMARY

Cornell MBA and product marketer with an engineering foundation and 2,500+ customer interviews behind the strategy. Turns customer insight into positioning, GTM and growth, with experience across AI/SaaS, consumer and enterprise markets. Led GTM across 20+ brands, improved ROAS from 2x to 7x, and drove a ~200% business turnaround.

EDUCATION

CORNELL SC JOHNSON COLLEGE OF BUSINESS

New York, NY

Master of Business Administration, STEM OPT Eligible

2026

GPA: 3.9/4.0; Distinction (Top 10% of class); Dean's List; Merit Scholar

Product Marketing & Strategy Intensive, Graduate Assistant for 7+ courses (~400 MBA students), VP Marketing & Events.

SHIV NADAR UNIVERSITY

Noida, India

B.S in Electrical and Electronics Engineering

2018

75% Merit Scholarship; Best Young Researcher Award; Springer-published research

TECHNICAL PROFICIENCY

- **Product:** Positioning & messaging, customer insights, segmentation & ICP, GTM strategy, product launches, competitive intelligence, sales enablement, pricing & packaging
- **Growth & Commercial:** Full-funnel growth, demand generation, lifecycle, A/B testing, funnel optimization, conversion, ROAS, retention, business cases & ROI
- **AI & Analytics:** LLM workflows, prompt design, marketing analytics, OpenAI/Claude, HubSpot, n8n, SQL, Python
- **Tools:** Figma, Google Ads, Meta Ads, Apify, GitHub, Vercel, OpenAI APIs, Claude, HubSpot, Excel
- **Certifications:** Google Project Management, Product Marketing by Cornell, Product Design

PROFESSIONAL EXPERIENCE

ARYA HEALTH (\$25M-funded Series A healthcare AI for leading U.S. home-care providers)

New York, NY

Product Marketing & Growth

Jul 2026 – Present

- Built Arya's first positioning and messaging foundation across 8 AI workflows and 120+ customers, translating customer pain into differentiated narratives around 60% lower scheduling effort, 15% recovered care hours and \$5M+ in annual customer-value opportunity.
- Turned positioning into a repeatable GTM system, partnering across product, sales & customer teams to lead 200-attendee rebrand launch; build Arya's first product webpages, customer case-studies & sales-enablement assets.
- Supported company and investor storytelling ahead of Series B, sharpening product narratives, proof points and commercial value while using AI-enabled workflows to cut GTM production time 80%, from 7–10 days to ~2 days

SAMSUNG TV PLUS

New York, NY

Product Management Consultant, Cornell BigCo Studio

Jan 2026 – May 2026

- Led customer research, journey mapping & competitive analysis to reframe Samsung TV+'s challenge from content acquisition to attention retention, defining value proposition tied to engagement, session duration & monetization.
- Built 5 personas, 4 competitive teardowns, narrowing 50+ GTM and market opportunities to 4 strategic priorities identifying social co-viewing as a differentiator and growth proposition; selected for implementation by Samsung.
- Translated customer insight into a product concept and business case with product, design and engineering, defining success metrics and evolving the recommendation from a standalone feature into a broader platform proposition.

MILLENNIAL LABS (Creative-first marketing agency)

India

Head of Business & Marketing Strategy

Jun 2024 – May 2025

- Led and took 20+ B2B and D2C brands to market in 6+ industries, owning positioning, messaging, launch strategy and growth partnering directly with founders and leading a 28-person cross-functional team.
- Repositioned and productized the marketing deliverables, redesigned pricing and delivery, grew 6 accounts, and drove a ~200% business turnaround from loss to profitability while retaining 85% of clients.
- Drove conversion ROAS from 2x to 7x through segmentation, creative testing & optimization on Meta & Google.
- Curated end-to-end brand experiences across events, films and campaigns, from narrative and screenplay to shoot direction and production, including work for Government and Tata Group, a \$180B+ global conglomerate.

SPI EDGE (Startup incubator building and scaling early-stage ventures)

Chennai, India

Project Manager, AI Product

Jan 2023 – Jun 2024

- Analyzed 2,500+ customer interviews across 10 cities, 6+ industries & 5 languages to drive segmentation, ICPs & positioning for 6+ ventures; built an OpenAI workflow that cut insight-to-decision time by 90% (5 days → <1 day).
- Led research finding that 80% of repeat buyers chose the brand over alternatives, repositioning a D2C consumer brand from sustainability to loyalty enabling its rebranding and Shark Tank India raise.
- Built a GTM experimentation framework with 25+ founders, turning market insights into testable hypotheses & launch experiments; led Growth Lab, a Government initiative, training 350 students across 7 districts.

Kutung Design Labs (B2B UX Agency & Unhide Investor)

Chennai, India

Co-Founder(Unhide) and Growth Strategist

Mar 2021 – Nov 2022

- Built a D2C footwear brand 0→1 in 100 days, owning discovery, positioning, pricing and GTM across 5 cities; ran an omnichannel launch (digital, pop-ups, direct sales) before its strategic integration into Pocabuc, a premium brand.
- Grew LinkedIn reach 7.5x in 3 months with zero budget via. 15+ content, partnership and email campaigns; launched a 32%-open-rate newsletter that won back dormant clients, building 3-month pipeline behind 10→25+ team growth.

GENERAL MOTORS (via KPIT) top 1% of 1,000+ hires

Bangalore, India

Software Engineering (Embedded Systems),

Jun 2018 -Dec 2020

- Validated 12,000+ embedded-system test cases at 99.99% accuracy for GM engine systems (Python, CANoe, HIL); built UIs for Cummins' North America engineering team, translating technical workflows into usable tools.

SELECTED AI PRODUCTS

STEWARD (AI execution layer for Property Managers)

Co-founder | 2025 – 2026

- Led customer discovery and GTM translating 30+ landlord interviews into ICP, positioning, product priorities and pilot pricing; partnered with a technical co-founder to ship v1 and validate it across 2 properties.

AI BUILDS

- [Unstop](#): built an open-source LLM skill informed by 2500+ human conversation with an evaluation rubric that scores AI-written copy on specificity, credibility, reasoning, narrative and persuasion, then automatically rewrites what fails.
- Opportunity-scoring agent: Cut a 2-hour manual review to under 10 minutes using n8n + Apify + OpenAI pipeline that pulls, scores and ranks 50+ listings per run against a weighted rubric.

ADDITIONAL INFORMATION

- Volunteer lead with COVID War Room with Government, coordinated 5,000+ oxygen units across 9 cities, co-created Geographical Indicator research & digital handbook used by 1,000s of civil servants, Curated TEDx Gateway.
- Certified Yoga Instructor (trained 300+), Best Young Researcher awardee (by Springer), Toastmasters (Level I).
- Languages: English, Hindi, Tamil (native); Kannada (fluent)