

# Aditya Gupta

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## Work Experience

### Siemens Energy, Erlangen, Germany - AI Strategy & Market Intelligence, Working Student (July 2025 - Present)

- Developed a structured persona framework and conducted gap analysis to shift the platform focus from engineering features to business value; defined the value proposition for a new "Executive Fleet View" dashboard to drive up-sell opportunities among senior decision-makers.
- Conducted deep-dive competitive analysis of 6+ global players, mapping 50+ features to create a product-market fit heatmap; synthesized these insights into a strategic briefing for leadership to refine product positioning and ensure market differentiation.
- Analyzed competitor pricing and packaging models to support the definition of a new Industrial SaaS business model; structured a tiered service offering to monetize AI capabilities, aligning the commercial strategy with customer value perception.

### BMW Group, München, Germany - Retail Promotion Management Consultant, Internship (Jan 2025 - July 2025)

- Built and rolled out an AI RAG chatbot (OpenAI API + SharePoint) indexing 1,000+ minor / 200+ major docs; adopted by 12 consultants and saving ~2-3 hrs/week each; led a 3-hour training for 15 teammates and delivered live product demos and adoption playbooks (product adoption metrics + enablement).
- Implemented three enablement modules globally, partnering with teams in Taiwan, Belgium, the Nordics, South Africa, Australia, and India; kept a clean go-to-market checklist (owners, timelines, KPIs) and maintained living documentation in Confluence/Jira for cross-functional collaboration.
- Built GA-style dashboards in Excel + Power BI for showroom bottlenecks (awareness→consideration→purchase), proposed messaging tests and content strategy ideas for dealer outreach, and captured customer insights to refine positioning.

### Bundesdruckerei, Berlin, Germany - Marketing Consultant, Part-Time (Feb 2024 - July 2024)

(German state-owned company specializing in secure identification documents and high-security services.)

- Led market research and competitive analysis across 190+ countries, shortlisting 5 entries (>€20M each) and drafting go-to-market strategy options with value proposition development, market segmentation, and early pricing thoughts; work packaged as concise presentations and PMM briefs (Statista, Excel/Power BI, AI tools).
- Presented to a 6-member group; tracked actions in Jira/Notion and Miro; proposed lightweight campaign management pilots and a content plan to support thought leadership.

### KS Plastic Trading Company, New Delhi, India - Strategy & Marketing Lead (Jan 2016 - Feb 2023)

(An Indian SME manufacturer focused on LED street lighting solutions.)

- Launched 7 products and shifted from components to finished systems (bundled pricing & packaging: pole+battery+panel+LED); organized 3 events & conferences kiosks generating 500+ leads / 50+ clients and a repeatable go-to-market playbook (offer, message, collateral).
- Owned CRM (HubSpot) and marketing automation: migrated 1,500 records, set up lead nurturing (30/60/90-day re-engagement, quote follow-up SLAs, churn-risk alerts), and shipped weekly reporting/dashboards for pipeline generation and campaign management; improved on-time delivery to >95% and cut manual work by ~50%.
- Ran Google Ads (search) with basic SEO/SEM hygiene on listings/landing pages; built segmentation, funnel analysis, and small A/B tests to drive demand generation; captured customer insights from sales calls to refine messaging and product positioning.

### Walnuts, New Delhi, India - Co-Founder & Business Operations (Feb 2012 - Dec 2015)

(Walnuts: A college merchandise startup providing custom apparel to students and corporates.)

- Sold to 70+ colleges and 50+ corporates through content creation, campus events, and targeted outreach; kept >95% on-time delivery and ~40% repeat orders; ran the marketing funnel in Excel and iterated brand storytelling from customer feedback.

## Volunteer Experience & Mentorship

### WeThinkCode, South Africa (Remote) - Mentor (June 2025 - Present)

- Mentoring four aspiring software developers, providing career coaching and leading workshops on leveraging AI tools for job applications and interview preparation.

### Right To Play, Germany (Remote) - Marketing Consultant (June 2025 - Present)

- Providing pro-bono social media consulting, analyzing content performance data to deliver strategic recommendations for optimizing reach and engagement for an international NGO.

## Education

### MBA (Masters in Business Administration) - HHL Leipzig Graduate School of Management, Germany (2023 - 2025)

Focus: Strategy, Marketing, Analytics, Innovation, Project Mgmt.

## Languages

Languages: English (Bilingual), Hindi (Native), German (A2, currently pursuing B1).

## Skills

- Product Marketing & GTM: Go-to-Market Strategy, Value Proposition Design, Product Positioning, Competitive Intelligence, Sales Enablement, Pricing & Packaging, Customer Segmentation, Launch Planning.
- Data & Analytics: Advanced MS Excel, Power BI, Qlik Sense, Google Analytics, SQL (Foundational).
- AI & Automation: Generative AI tools, AI-based Market Research, Process Optimization.
- Tools: HubSpot (CRM), Google Ads, Jira, Confluence, Figma, Canva.

## Certifications

- Product Management (2024)
- Generative AI with Microsoft 365 Copilot (Microsoft/LinkedIn)
- Google Analytics 4 - Essential Training (Google)
- Brand Management (2022)

## Achievements

- YouTube channel: 11k+ subscribers and 3M+ views.
- Head of Marketing, Venture Capital Club (HHL): doubled the LinkedIn page's followers via targeted content and outreach.