

ADITYA MAHAJAN

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EDUCATION

- 2021-Present **KELLOGG SCHOOL OF MANAGEMENT | MCCORMICK SCHOOL OF ENGINEERING** Evanston, IL
NORTHWESTERN UNIVERSITY
MMM Joint Degree Candidate MBA and MS Design Innovation, June 2023
- Major: Strategy and Marketing; Pathway: Entrepreneurship
 - Marketing Director: Innovation and Design Association Club, MMM program student team; Member: Tech Club
 - World Top 25 INSEAD Product Games: Business model for mindfulness enhancing smart assistant in telework
- 2013-2017 **INDIAN INSTITUTE OF TECHNOLOGY DELHI** New Delhi, India
Bachelor of Production and Industrial Engineering (All India top 0.05 percent, GPA: 8.86/10, Department rank: 3/46)
- Awards: 2 Institute Awards for Excellence in academics and extra curriculars among all graduates

EXPERIENCE

- 2019-2021 **EITOSS INC. | Japan's 1st Kaizen/Continuous Improvement Management & Ideation Platform** Tokyo, Japan
COO & Head of Global Business
- Raised ¥40M seed funding, launched the complete SaaS product and through strategic product positioning, secured a portfolio of 5 B2B clients with 200+ employees each within first 5 months of launch
 - Analyzed product-market fit and ROI to set go-to-market strategy for successful Asia Pacific market entry
 - Handled the implementation of 30+ new features for revamping product UI/UX based on ethnographic surveys and user research to achieve 40% boost in daily active users and 30% increase in time spent per login
 - Led cross-functional, 8-person team for app and business development through agile workflow cycles including customer interviews, marketing plans, full stack development and product sales
- 2017-2021 **HONDA R&D CO. LTD. | Computer Science and AI for Autonomous Driving and Assist System** Tokyo, Japan
Product Lead | Staff Engineer, Sept 2020 – Apr 2021
- Headed team of 6 in a ¥30M international collaboration project targeting fully autonomous lane change; developed prototypes of 4 automation functionalities for 5 traffic patterns
 - Set overall product roadmap, built project financials, managed negotiation with suppliers and handled communication with project partners to collaborate actions for resolving 25+ issues with 0-delivery delay
 - Integrated human centric thinking and continuous user feedback into innovation cycles by translating qualitative pain points of 10+ riders to objective engineering problem statements
 - Presented vehicle demonstration to 30+ Honda executives and exhibited results to world media at ITS '19; received Honda team award for "Outstanding future vehicle technology demonstration"
- Assistant Product Lead, Feb 2019 – Aug 2020**
- Led value proposition modeling and concept design in a 5-person team for a ¥10M project to create prototype of Honda's first ever audio-visual human machine interaction system to assist merges on Japanese roads
 - Prepared blueprints, cost-benefit analysis reports and implementation plan for vehicle sensor layout that got selected for Honda's Cooperative ADAS 2030 vision
 - Generated 11 patents(filed), 1 research paper (SICEAC '20), 1 journal publication (JCMSI '20) on uses of machine learning in decision making and cooperative autonomy
- Associate Engineer, Oct 2017 – Jan 2019**
- Designed probabilistic behavior models of aggressive and conservative drivers to perform intention prediction and conducted validation tests with users in both VR and real-world setting
 - Selected as Young AI Researcher '19 and presented project developments at conferences (SICE '19, JSAI '19)
 - Developed technical training and research project immersion program for 30+ interns and 5+ global recruits
- 2016-2016 **GLAXOSMITHKLINE CONSUMER HEALTHCARE LTD. | Future Leaders Program** Sonipat, India
Management Trainee, May 2016 – Jul 2016
- Managed project to eliminate bottlenecks in daily loading of 300+ drums on trucks via automated manipulators
 - Reconfigured system design to achieve 40% reduction in truck loading time and 67% productivity boost

ADDITIONAL DATA

- Languages: Japanese (Fluent), English (Native), Hindi (Native)
- Courses: Pixar in a Box, Data Science (IBM), Machine Learning and Reinforcement Learning in Finance (NYU)
- Skills: Python (TensorFlow, OpenCV), R, Linux, Figma, Docker, Gephi, Office, Trello, Qualtrics, Google Analytics
- Interests: NU Fencing, food and travel, volunteering 10k, 5k runs for 20+ senior blind athletes (Hands on Tokyo)