

# AVI SINGH

Strategic Executive Assistant (EA) • Strategy Analyst

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## PROFESSIONAL SUMMARY

Strategic EA and strategy analyst with 3+ years' experience in real estate. Partner to senior leadership (Director/Managing Director) on market analysis, pricing, corporate & operational planning, and go-to-market execution. with hands-on experience building dashboards, financial models, and productivity frameworks to enable decision-making and growth.

## CORE COMPETENCIES

- Financial Modelling & Valuation
- GTM & Product Launch Planning
- Dashboarding: Power BI, excel;
- Market & Competitive Analysis
- Corporate & Operational Strategy (SOP/AOP)
- Stakeholder & Vendor Management (RFP/RFQ)
- Pricing Strategy
- Sales Analytics & Productivity Matrices
- Risk Management

## PROFESSIONAL EXPERIENCE

**Purple Corp — Strategic EA to Managing Director**

**Jul 2025 – Present**

- Manage and evaluate land feasibility proposals including financial modelling (DCF, NPV/IRR), pricing and sensitivity analysis; prepare decision-ready notes for the MD/Investment Committee.
- Develop GTM strategy plans and launch playbooks for new products/projects—market sizing, segmentation, positioning ,product research, market intelligence, channel plans and communication calendars; define and track launch KPIs.
- Drive group-level operational and corporate strategy planning—translate MD priorities into SOP and AOP; maintain a portfolio of strategic initiatives with governance cadences and executive reporting.
- Orchestrate cross-functional workstreams across Finance, BD, Sales, Marketing, Projects and Legal; proactively manage timelines, risks and interdependencies.
- Set up dashboards and templates for pipeline tracking, land proposals and launch performance (Power BI/Tableau/SQL).

**Kohinoor Group, Pune — EA (Strategic) to Director, Residential BU**

**Jan 2023 – Jun 2025**

- Led development of a corporate strategy to capture market share through market analysis, competitive positioning and pricing; aligned Finance, Business Development and Marketing.

- Implemented a sales productivity matrix and designed a sales dashboard (APR, walk-ins, bookings) to improve operational performance and decision quality.
- Built a Product Competitor Matrix for product benchmarking, strengthening competitive advantage and supporting portfolio decisions.
- Partnered with Finance on cost-of-sales tracking, budget allocation and reconciliation; improved visibility and accountability.
- Drove digital transformation (SAP, SFDC) including RFP/RFQ framing and vendor management; expanded architect and IPC relationships to grow the brand portfolio.
- Highlights: Corporate-strategy work credited with ~15% market share acquisition; improved sales productivity; established a robust new stakeholder portfolio.

## INTERNSHIP & PROJECTS

**Nutritap Technologies, Gurgaon — Management Intern**

**Dec 2021 – Feb 2022**

- Worked with founders on a targeted B2B penetration strategy for Fortune 500 companies; coordinated fundraising with investment bankers and prepared data rooms.
- Outcomes: Increased market presence and supported funding for expansion.

## EDUCATION

**MBA, Data Analytics — Cardiff Metropolitan University, UK**

**2023**

**BBA — Chhatrapati Shahu Ji Maharaj University, Kanpur**

**2021**

## TECHNICAL SKILLS

Tableau, Power BI, R; AI/ML predictive analytics.

## SOFT SKILLS

Communication, Time Management, Analytical Thinking, Adaptability, Problem Solving, Self-driven.

## PERSONAL DETAILS

Date of Birth: 16 Nov 2000 | Languages: English, Hindi, Marathi

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