

TANVI JIVANI

Product Strategy | GTM | Founder's Office

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Strategy and analytics professional with **5+** years across global e-commerce, manufacturing and early-stage environments. Co-owned an ~\$18M category at Wayfair, managing **~25 strategic suppliers**, before moving into a Founder's Office role focused on business systems and technology implementation. Experience translating **commercial and operational problems into product requirements, data systems and implementation** supported by SQL/Python and cross-functional execution. Interested in **product, GTM and Founder's Office** roles at technology companies; passionate about building technology-enabled businesses that solve meaningful problems.

Outside work: Marathoner, Hyrox / Crossfit Athlete, 36 countries travelled.

KEY SKILLS

Product & Strategy: Systems thinking, problem structuring, requirements scoping, prioritisation, business cases, feasibility & ROI

GTM & Commercial: Category management, supplier partnership, pricing & negotiation, strategic onboarding, QBRs, commercial analysis

Systems & AI-Enabled Implementation: Process design, workflow automation, system requirements, vendor & IT coordination, change management, implementation planning

Data & Analytics: SQL, Python, Streamlit, Looker, BI dashboards, data modelling, schema design, performance measurement, AI tools & workflow prototyping

EXPERIENCE

SVG Fashions | Founder's Office

Jun 2025 – Present • Mumbai

Direct report to MD at textile manufacturer supplying to global sportswear brands - digitisation, management reporting and technology.

- **Business systems:** Translated operational pain points into workflows, system requirements, vendor scopes, implementation plans.
- **Costing system:** Built a standardised framework covering **1,000+ fabric qualities**, converting MD-led price setting into repeatable logic based on supplier tiers, yarn-machine combinations, historical mappings and BOM standards.
- **Order intelligence & automation:** Built a **Python/Streamlit/SQL** system to track order completion and flag ageing, fulfilment and merchant-level exceptions, replacing 2–3 days of manual analysis with a weekly automated view.
- **Operating intelligence:** Consolidated fragmented factory reporting into a **Python/Streamlit/SQL dashboard** covering production, dispatch, inventory, quality, costs, bottlenecks and order delays.
- **Technology implementation:** Scoped production-planning, RFID/scanner and defect-tracking systems with IT, vendors and factory teams; assessed feasibility, data readiness, ROI and shop-floor adoption.
- **Strategic decision support:** Prepared executive analyses, business cases and KPI reviews for the MD, helping prioritise initiatives across operations, technology and supply chain.

Wayfair | Associate Category Manager

Mar 2023 – Sep 2024 • London, UK

Co-owned an \$18M category across 12 sub-categories; managed ~25 suppliers; reported performance to UK senior leadership.

- **Commercial ownership:** Managed ~25 strategic suppliers (**~\$7M GMV**) monthly review with 12-15 suppliers across key priorities - pricing, assortment, availability and customer experience; led monthly reviews, QBRs and in-person supplier meetings.
- **Margin & Partnership:** Unlocked cost savings on 10 under-managed suppliers post-restructure - **10–15% discounts (~10% of GMV)**, fixed availability via integration and tech fixes, and signed exclusive deals with 3 branded suppliers (higher AOV).
- **Discoverability:** Identified naming, feature-tag, and taxonomy gaps limiting high-AOV SKU discoverability; coordinated EU/US teams to fix schema mapping - improved filter coverage, **CTR by 12%**, and supplier engagement.
- **Growth:** Identified and onboarded 3 strategic suppliers end-to-end; assessment to launch (**~7.5% category share in 6 months**).
- **Analytics & team:** Built supplier and category performance dashboards in Looker/SQL used across weekly reviews, QBRs, and senior leadership updates. Onboarded and trained 4 Category Associates / Interns during team rebuild.

Liverpool Football Club | Strategy Intern.

Oct 2022 – Dec 2022 • Liverpool, UK

- Developed **revenue-growth recommendations** across existing and new markets; coordinated cross-functional initiatives and tracked stakeholder follow-through.

Nomads Café x Art | Founding Team Strategy and Partnerships

Mar 2021 – Sept 2021 • Surat

Aum Diatech | Strategy and Data Analyst

Oct 2020 – Mar 2021 • Surat

CGS CIMB | Equity Research Intern

May 2019 – July 2019 • Mumbai

EDUCATION

University of Liverpool - MSc Business Analytics & Big Data, **Distinction**

2021 – 2022

NMIMS Mumbai - BBA Finance

2017 – 2020

Narsee Monjee College of Commerce and Economics - Junior College

2015 – 2017

LEADERSHIP & IMPACT

Khelegi | Co-founder (March 2025 – Dec 2025) - *Sport-for-development programme for adolescent girls from Mumbai's informal settlements*. Designed operating model, curriculum (sport + menstrual health + body literacy), and **impact evaluation framework** to assess effectiveness and build a scalable playbook, fundraising, partnerships with startups.

Ichchha Foundation | Impact Evaluation Director (2019-2020) - Led KPI frameworks and impact measurement across departments; managed a team of 5.

RELEVANT WORK AND ACADEMIC PROJECTS

• **Healthcare Digital strategy project:** Developed a healthcare digital-business proposal integrating blockchain, analytics and digital platforms; relevant to platform strategy, data systems, and traceability-led products.

- Dissertation: **Corporate Environmental Responsibility Reporting:** Information Disclosure and Transparency in Technology, Apparel and FMCG sectors across Asia, Europe and North America.
- Fashion sustainability and transparency: Researched the application of blockchain in fashion to improve sustainability, traceability, and supply-chain transparency.
- **Sustainability analytics in fashion:** Used Tableau visualisation and classification methods to analyse sustainability communications in the fashion industry.
- **Renewable-energy modelling:** Developed a fuzzy logic system for renewable-energy generation using MATLAB, Python and SPSS.
- Policy/market impact analysis: Conducted an SPSS event study to understand the impact of the U.S. Infrastructure Bill on companies in the USA.