

MAHESH JS

Strategy & Growth | Founder's Office | Product Operations

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PROFESSIONAL SUMMARY

Founder's Office operator with 4 years of experience partnering closely with founders and leadership teams to drive growth, operational excellence, and strategic initiatives. Led projects spanning fundraising, international expansion, product operations, and revenue optimization while owning P&L across three gaming verticals. IIT Bombay Dual Degree with strong analytical and execution capabilities.

PROFESSIONAL EXPERIENCE

Gully Cricket (SCHLEP Games Inc)

Jul 2023 – Present

Strategy & Operations - Founder's Office

Bengaluru, Karnataka

- Built the financial model and investment case for a **\$1M fundraise**, partnering with the CFO to evaluate international expansion, marketing scale-up, and new product initiatives, demonstrating a path to **\$2.4M revenue**.
- Resolved a **two-year UK gaming tax compliance gap** by building SQL models for GGR, rake, and tax calculations across three verticals, enabling liability settlement and automated reporting.
- Developed the GTM strategy for **Australia expansion** by evaluating licensing requirements, benchmarking regulatory partners, and modeling market economics (ARPU, CAC, LTV) to assess market viability and growth potential.
- Optimized sportsbook product by continuously monitoring market type performance and eliminating underperforming markets, resulting in an **18% revenue increase** from cricket betting operations.
- Spearheaded fraud detection and chargeback risk mitigation by analyzing historical user data to identify patterns and implementing credit card restrictions for high-risk users, achieving a **76% reduction** in chargeback transaction rate.
- Led user reactivation campaigns leveraging A/B testing to fine-tune promotional offers, achieving a **20% rise** in re-engagement and a **50% boost** in deposits during major cricket tournaments.
- Led a team of 8 operations associates, optimizing KYC, fraud review, and customer support processes to reduce turnaround times and improve operational efficiency across three gaming verticals.

Teachmint Technologies Pvt Ltd

Dec 2022 – Jun 2023

Strategy Analyst - Founder's Office

Bengaluru, Karnataka

- Analyzed usage patterns across 1,400+ schools to identify the first 100 target customers for MVP launch, shaping the go-to-market strategy for a new school fee financing product.
- Built a PowerBI sales dashboard tracking customer-level product usage, enabling personalized sales pitches and giving founders real-time visibility into the sales pipeline.
- Led on-ground research across 60 schools to identify product adoption gaps, driving the end-to-end integration of features from an acquired platform and improving product-market fit.

Teachmint Technologies Pvt Ltd

Jul 2022 – Dec 2022

Product Analyst - Adoption, Engagement & Retention

Bengaluru, Karnataka

- Developed a product engagement framework by analyzing customer usage across **20+ features**, identifying power users and informing strategic growth priorities.
- Partnered with a 70-member field operations team to implement retention and renewal strategies, achieving a **50% increase** in monthly product utilization.
- Drove a **30% increase** in user onboarding by delivering data-driven recommendations to product managers, resulting in targeted UX enhancements.

Skills

Strategy & Growth: P&L Ownership · Fundraising & Financial Modeling · GTM & Market Entry · Revenue Optimization

Operations & Execution: Product Operations · Process Optimization · Payment Infrastructure · Fraud Risk Management

Analytics: SQL · Python · Power BI · A/B Testing · Data Analytics

Leadership: Team Management · Cross-functional Stakeholder Management

Education

Dual Degree (Bachelors and Masters) in Electrical Engineering

Jul 2017 – Jun 2022

Indian Institute of Technology, Bombay

Mumbai, Maharashtra