

AADIL ATTARWALA

PERSONAL PROFILE

I am a pragmatic and results-driven professional with a diverse background encompassing entrepreneurship, product management, and strategic business development. Throughout my career, I have consistently demonstrated my ability to foster growth, drive innovation, and successfully lead projects to fruition. My expertise in managing end-to-end business operations has ensured a robust successful business, for both goods and service-based products. I hold a deep-seated passion for sustainability, innovation, and the art of creative problem-solving. These elements have consistently been at the core of my professional endeavors.

WORK EXPERIENCE

• Umber Earth LLP: (Co-founder, Product Manager) | May 2019- Current

Bottom Line Spray: Business Development, Product Design

- Designed and developed a portable jet spray for Indian travelers
- Bootstrapped the entire business with over 42% net profitability
- Sourced suppliers and executed production of over 25000 pieces
- Managing accounting, business development, E-commerce and marketing of the organization.
- Key highlights:
 - 5x Revenue growth in 4 years
 - 12000+ D2C customers (80% sales through E-commerce)
 - Sold in over 30 Countries
 - Featured on Shark Tank India
 - Registered Trade-mark for the brand

Adver-city Board game: Product developer, Strategy Design, Sales

- Conceptualized a board game based on the premise of sustainable urban development
- Designed strategy and game metrics
- Sourced suppliers and executed production of over 500 pieces on a bootstrapped budget
- Conducted workshops with schools on using board games as educational devices
- Key highlights:
 - Invited to the TAISI conference (2023) to present the game's educational value
 - Invited to CBSE conference Jaipur (2022) to train teachers to develop educational board games.
 - Registered the Copyright for the game.
 - Registered Trade-mark for the brand

Brewchacha (Kombucha): Consultant for Business Strategy and Brand Development

- Developed business strategy and branding for the Kombucha
- Conducted market research for healthy beverages
- Sourced suppliers of raw materials
- Automated several processes of production to increase efficiency with reduced costs
- Created a distribution network through several restaurants in the city of Ahmedabad

German Studio: Strategy Consultant

- Helped reposition the organization to generate more leads
- Conducted competitor analysis and provided benchmarking metrics

• Furaat Earth Pvt. Ltd.: (CRM Manager) | Jan- Aug 2018

- Designed frameworks for custom CRM software to digitize company-wide data and processes
- Worked on improving labor safety and inventory management through better documentation methodologies

CONTACT

✉ aadilattarwala@gmail.com

📁 [Portfolio](#)

🌐 www.linkedin.com/in/aadil-attarwala

📍 Munich

📅 20.03.1996

👫 Married

🇮🇳 Indian

KEY ACHIEVEMENTS

Featured on Shark Tank India

Self-Published a book

Invited for the TAISI conference

5x revenue of Bottom Line

12000+ customers reached

SKILLS

Business Development

Customer Relationship Management

Budgeting and Cost Analysis

Enterprise Resource Planning

Business Design

System Design

E-commerce management

Data Analysis

Process Optimization

Sourcing

SOFTWARES

- CRM Softwares
- Miro
- Tally Accounting software
- Figma
- Wix
- Wordpress
- Microsoft Office
- Final Cut Pro (Video editing)

LANGUAGES

- English (Native)
- German (B1)
- Hindi (Native)
- Gujarati (Native)

WORK EXPERIENCE

- Butterflyers Holidays Pvt. Ltd.:(Intern) | Jun- Dec 2017**
 - Worked as an Accounting Assistant for a boutique travel agency
- Potatoism and another thought-provoking story | Jan- Jul 2016**
 - Self-published a novella written from the perspective of a potato

EDUCATION

Brunel University | Sep 2020- Sep 2021

Msc. Sustainability, Entrepreneurship and Design

- Subjects:** Sustainable Design, Clean Technology, Design Futures, Business Planning, Strategic Sustainable Development and Professional Design Studio
- Dissertation topic:** How can a variety of outdoor games be used to integrate essential body movements to make fitness-related activities inclusive and enjoyable?
- Grade:** Distinction

Ahmedabad University | Jun 2014- Jul 2017

Bachelors in Business Administration (Major in Economics and Finance)

- Grade:** Distinction

Mahatma Gandhi International School | Jun 2012- Jun 2014

International Baccalaureate Diploma

- Grade:** 40/45

PASSION PROJECTS

Hide & Play | Jan- Mar 2022

- Tested Hide and Play, a business plan based on my Masters Thesis.

Recycle Garbage System Planning | Apr- May 2020

- Implemented a system for a neighborhood of 300 people to recycle up to 75% of all waste.
- Simultaneously cleaned the area, collecting over 1 ton of plastic.

Prototyped a system to develop Biodiesel | Sep- Nov 2017

Designed a Board Game | Sep 2011- Mar 2012

- Ethni'city':** Creating awareness about Ahmedabad city's culture and heritage amongst the youth.

REFERENCES

Anjou Musafir

Director, Mahatma Gandhi International School

+91- 8866880606

anjoupascal@gmail.com

Edwin Routledge

Professor, Brunel University

edwin.routledge@brunel.ac.uk

Zaid Maniar

Architect, Co-developer of Adver-city

+91- 9586872497

architectofthoughts@gmail.com