MANISH DWIVEDI

BUSINESS / CATEGORY HEAD | P&L OWNER + AGENTIC AI | 9+ YEARS

Portfolio: www.manishdwivedi.in | Github | LinkedIn | manishdwivedi9639@gmail.com | 9639831747

SUMMARY

Turned 6 category P&Ls from –₹9.57 Cr → +₹0.49 Cr (₹10.06 Cr swing) in 2.5 years (3 profitable). Built ₹30 Cr portfolio from scratch → Led a team of 90+ → Improved blended NPS by 12% YoY→ Built digital products, offline centers; omni-channel businesses. Now building AI Systems for business use cases that cuts cost-to-serve.

PROFESSIONAL EXPERIENCE

AI Consultant - Minimanishtic Labs (AI Agency) — **Mar 2026 - Present**

SuperHyre (Recruitment Firm)

- Built agentic systems automating core recruitment operations and lead generation resulting in 80% faster turnaround & 200% increase in daily lead count, ₹60K/mo saved.
- Designed a two-part automated outreach engine that saves 50+ hours/week of manual sourcing and follow-up.

Scallor.com (AI SaaS, Canada): Delivered a cinematic AI film and a product demo video for their launch campaign in 7 days-turnaround time including concept direction, scripting and directing.

Automations (n8n, make.com) - 30+ automations across lead gen, hiring, content, marketing, research, ops including the PW SEO pipeline that replaced a 5-6 hour manual content chain.

Self-directed builds:

- Built Mojo - an **open-source Openclaw 7-agent WhatsApp workflow** compressing a 5-day campaign cycle to under an hour at <$1/sprint. Ideal for Solopreneurys, lean marketing teams.
- Built www.promere.app - Built an AI prompt intelligence platform: search 6,800+ classified images via natural language, reverse-engineer images into 8-element prompt recipes, reformat for 10 models. Solo build, 4 weeks.
- Built www.marketminute.ai - Built an AI GTM generator using live competitor + Reddit data; ground reality based GTM in mins.

Business Head | PhysicsWallah, Noida | Val: $4.8B — **Aug 2023 - Dec'25**

- Built a **₹30 Cr. annual revenue** portfolio ground up, led a **96-member team** and drove monetisation of **90K+ paid users** and 1M+ free users across 6 online categories + 3 offline centers (omni-channel development)
- Drove **₹10.06 Cr EBITDA swing FY25 → FY26** across 6 P&Ls **(–₹9.57 Cr → +₹0.49 Cr) in 2.5 years** through compounding NPS benefit, new revenue streams, bottomline optimisation and operational efficiency.
- Improved **NPS by 12% YoY and held ratings at ~4.8/5** while driving a **₹2.15 Cr cost optimisation** across categories via cross-functional SOPs, consumer-led product strategy and collaboration across support, data, marketing & sales teams.
- Drove **~2.7x marketing efficiency gain** (32% to 12% of collection) while **scaling collection ~2.4x** on flat spend across the portfolio
- Built and scaled Judiciary **~2.4x to ₹6.4 Cr revenue;** turned it profitable at **~27% EBITDA margin (₹1.7 Cr)**
- Launched **3 offline learning centers** across 0→1 categories: end-to-end ownership across AOP, P&L, operations, hiring, admissions, funnel, and events.
- **"Exceeded Expectations"** in annual performance reviews consecutively in **FY'25 & FY'26.**

→ **Awards:** Business Growth Leader (2025), Growth Champion (2024)

Category Manager | Unacademy, Bangalore | Val: $3.5B — **Oct 2019 - Jul 2023**

- Scaled Govt. Exams portfolio from **₹1.2 Cr to ₹20 Cr ARR with 1.5M+ learners** (65K+ paid), leading 5 direct reportee, 70 creators and 15 partners across product, content, and marketing.
- Led omnichannel setup by **launching 4 course SKUs** and the **first offline learning center in Pune**, owning site selection, setup, compliance, launch GTM, and student onboarding.
- Generated highest ever single day and monthly revenue in Sept'22 **ranking #1 among 15+ categories** as part of **"Mission September"** initiative.
- Improved bottom line by 20% in 3 months through operational efficiency, content strategies and product solutions
- Grew MH YouTube channel to **600K subscribers, 2.5M+ peak monthly views**, driving **1M+ free and 40K+ paid learners** to the app.
- Built **1M+ student pool** across YT, Telegram, WA Groups and Educator groups for a new category (MH State Exams) with the help of 50+ top educators, Channel partners and Free content initiatives.
- Closed top educator deals across Maharashtra for my category to drive **70% growth in new users FY'20 → FY'21**.
- **"Exceeded Expectations"** in annual performance reviews consecutively in **FY'21, FY'22 & FY'23**.

→ **Awards:** Game Changer ×2 (2022), Innovation & Leadership (2021), A+ Performer (2021)

Sales Lead | Silicon Media Technologies, Bangalore [U.S. Market] — **Jan 2018 - Sept 2019**

- Managed a B2B portfolio of **ARR $16 Mn spread across 32+ magazines portfolios** (U.S. & Europe Market) with 8 direct reportee.
- Spearheaded launch of 3 new editions encompassing Drone Tech, Agri Tech & AI to increase existing **sales by 15%; additional $2 Mn ARR.**
- Developed customer-centric retention strategies based on feedback, improving customer LTV by 20% and reducing churn by 15%.
- Improved premium position (Cover Story, 2 Pager) conversion by 50% through cold targeting Tech Event Sponsors and Partners.

→ **Awards:** Sales Excellence (2018 ×2)

Founding Team | Bestofsuperheroes.com, Gorakhpur — **Jan 2016 - Dec 2017**

- Bootstrapped **multiple early-stage e-commerce dropshipping ventures** with 3 co-founders — **full-stack 0→1** across design, product, marketing, ops, support & logistics.
- Grew our Facebook community page from **0 to 100K followers** in 2 years through content experimentation & data. The Rolling Indian
- Created Process SOPs and handled Vendor Onboarding, Operations, Customer Success, Social Media & Design single handedly.

PROFESSIONAL SKILLS

- Category Management
- Program Management
- Marketing & GTM
- P&L & Unit Economics
- Leadership & Strategy
- Brand & Growth
- Outreach/Onboarding
- Research & LMS
- Stakeholder Management
- Communications
- Product Management
- Cross Functional Team
- NPS & Customer Exp.
- Omnichannel
- Vendor Management
- Business modeling & OKR

TECHNICAL SKILLS

- Six Sigma (Yellow Belt)
- Product Dev (Cursor, Claude Code, Vercel, Supabase, Codex)
- SQL, Sheets, Excel, Notion
- Data Analytics & Visualisation
- Full-Stack Dev (AI Assisted)
- Generative AI
- Orchestration, MCP, pgvector
- Automations & API
- AI Tools (Claude, ChatGPT, Perplexity, Midjourney, Higgsfield, ElevenLabs)
- Local LLMs, RAG, Ollama
- AI Agents & Agentic Systems
- System Thinking & Design
- Apify, OpenClaw, embeddings

EDUCATION & ADDITIONAL INFORMATION

- **Education:** B.Tech (E.C.E) - Tula's Institute, Dehradun, 2011-2015
- **Languages:** English, Hindi
- **Certifications:** Project Management (Google), Business Metrics (Coursera), Lean Six Sigma Yellow Belt (Coursera), Data Analytics (Coursera)

RECOMMENDATIONS

- **Vaibhav Chouksey (Director, PhysicsWallah):** Manish manages multiple categories with ease and efficiency, simplifies complexity, and builds scalable systems that drive operational excellence.
- **Punith Reddy (Ex - Head of New Initiatives @Cred, VP- Unacademy):** Disciplined operator-leader with rare commercial-operational balance and obsessive ownership.
- **Jenish Kamdar (Ops Head - Blinkit, Ex-SM Unacademy):** Exceptional team player and problem-solver who builds categories and culture.