

Shubham Adhikary

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SUMMARY

3 years across Strategy & Operations, GTM and 0 to 1 business building in healthcare.

PROFESSIONAL EXPERIENCE

2070 Health / W Health Ventures | India's 1st healthcare venture studio (\$100M Fund)

Aug 2023 – June 2026

Manager, Special Projects (Strategy & GTM)

Promoted to Manager in 9 months; worked directly with founders, CEOs and studio leadership across three portfolio companies from market discovery through launch and scale, each reaching **\$1M+ ARR**. Institutionalized **AI-led creative workflows across portfolio companies**, shifting 85%+ of imagery and 30%+ of B-roll to generative tools and saving \$5K+ annually.

Nivaan | \$7M Series A (Sorin Investments) | Chronic Pain Management Platform | (2023-2024)

- Helped scale Nivaan from \$0 to **\$1.3M ARR in 15 months**, while improving funnel economics; lead to OPD conversion grew **7% to 16%** and OPD to procedure **8% to 11%**.
- Analyzed patient cohorts to identify women as a **2X higher-converting, ~50% lower-CAC segment**; translated the insight into targeting and patient journeys, contributing to **11% lower CAC and 26% higher lead to OPD conversion** in one month.
- Built and led a **6-member in-house content pod**, scaling to **34+ campaign assets/month** while halving landing-page turnaround 6 to 3 days and keeping video production <₹5K/video.

Hoola Health (prev BabyMD) | \$5M Seed (Peak XV) | Modern paediatric care for new-age parents | (2024-2025)

- Designed and executed omnichannel GTM for BabyMD's first clinic in BLR; flu and painless-vaccination hooks generated **160 leads and 40 vaccinations in 2 weeks**, then became the playbook for subsequent launches as the business scaled to **5 clinics & ₹8.4Cr+ ARR**.
- Led launch program management across **vendor sourcing, procurement, patient journeys, staff workflows and camp operations**; coordinated ~11 vendors and built core SOPs for offline camps.
- Secured BabyMD's first preschool partnership and helped establish school/society camps as an offline acquisition channel, later scaled to **120+ camps**.
- Led brand and creative operations across **paid acquisition, landing pages, doctor referrals, clinic branding and offline activations**; shipped **30+ launch assets in ~14 days** while managing production and vendors.

Everhope Oncology | \$10M Seed (Narayana Health) | Cancer Care Platform | (2025-2026)

- Co-led market discovery, visiting 30+ oncology facilities across Delhi NCR, Mumbai and Bengaluru and interviewing doctors/patients; translated insights on trust, referrals, insurance and access into Everhope's **proposition, service mix and launch model**.
- Led **0 to 1 brand and positioning**, from naming and messaging to visual identity, clinic branding and patient experience; **built the organic acquisition engine** to **~27K monthly visits, 4.3M+ impressions and ~2M YouTube views in <10 months**.
- Led a 2-person creative team and external agencies across SEO, social and production; scaled to 620+ SEO pages and 165 videos with ~95%+ delivery reliability.

Lupin | Product Management Intern, Oncology | Mumbai

June – Oct 2022

- Built the pre-launch strategy for **Odensomab**, a bone-metastasis drug, spanning **market sizing, account/potential mapping, pricing, sales-force coverage, doctor engagement and patient-support programs**.
- Ran a pan-India market-potential exercise with the sales force; analyzed and segmented oncologists to inform **targeting and launch priorities**.

EDUCATION

NMIMS, Mumbai | Bachelor's in Pharmacy + MBA | 2018 – 2023 |

- Co-authored 8 peer-reviewed publications across pharmacology, oncology, infectious disease and vaccines; **78+ citations**.
- Supported Chancellor's Challenge, NMIMS' flagship entrepreneurship event as Head of startup evaluations