

# Yashas K

Bengaluru, India | 8951020303 | [yashyashas01@gmail.com](mailto:yashyashas01@gmail.com) | yashask.com

## Summary

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Seasoned Business Development leader with 8+ years scaling marketplaces and driving seller acquisition in cross-border e-commerce environments. Experienced in building and managing high-performing teams, developing partner onboarding frameworks, and enhancing operational efficiency. Highly entrepreneurial with proven ability to independently navigate ambiguity, collaborate cross-functionally, and manage strategic partnerships.

## Experience

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**Captainfresh.com – Senior Manager – Founder’s Office** *Jul 2022 – Present*

- Developed global partnerships across India, Indonesia, and Thailand, onboarding factory partners into international markets (EU/US), achieving annual sales of **\$25M+**.
- Grew to ~30% supplies to own demand in USA and EU through factory partnerships
- Implemented frameworks and SOPs for managing strategic partners, achieving operational efficiencies (**4% EBIT, 15% ROCE on a revenue of \$25M+**).
- Collaborated with product and tech teams to implement monitoring tools, improving partner performance and marketplace efficiency.

**Udaan.com – Strategy Head, Pricing & Inventory (Fresh Category)** *Oct 2021 – Jul 2022*

- Led 15-member Market Intelligence team creating centralized pricing engines, boosting margins by **300bps**.
- Partnered with tech teams for real-time insights and product enhancements, reducing waste to **5%** and indent lead-time to **2 days**.
- Designed and implemented a real-time partner performance dashboard integrating data from five sources, boosting marketplace efficiency by 15% and improving order fulfillment rates by 22%.

**Udaan.com – Senior Program Manager, New Initiatives** *Sep 2019 – Oct 2021*

- Established direct farmer supplies (100+ tons/day, 30% of daily business), launched retail stores “**Pickily**”, and introduced social commerce pilot, reaching **4Cr/month**.
- Drove cross-functional collaboration with finance, operations, and leadership, accelerating rollouts and revenue scaling.

**Udaan.com – Category Manager, Food & FMCG** *Apr 2017 – Sep 2019*

- Scaled buyer and vendor onboarding to **12,000+ retailers**, generating monthly revenues of **25–30Cr**.
- Led implementation of critical processes (RTS, D+2 payments, seller-central), scaling sales to **1.5 2Cr/day**.

**Jumbotail Technologies – Demand Lead** *Jun 2016 – Apr 2017*

- Grew customer base from **200 to 2,030** in 4 months, generating monthly revenue of **10–12Cr** with a **60% repeat rate**.

## Education

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**National Institute of Technology Karnataka, Surathkal** *May 2016*  
B.Tech, Mechanical Engineering | AIEEE AIR 4038 | Research Internship at IDC IIT-Bombay