

# 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

### Carbon-13 Climate accelerator: Berlin | September 2024- December 2024

- Workshopped with over 70 colleagues to ideate on possible tech-driven solutions for the impending climate crisis.
- The program was concluded by developing an idea to tackle the high costs of wastewater treatment using low-tech solutions.

### Umber Earth LLP: (Co-founder, Product Manager) | May 2019- December 2024

#### 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
  - 20000+ 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

## CONTACT

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📁 [Portfolio](#)

🌐 [www.linkedin.com/in/aadil-attarwala](https://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 (B2)

Hindi (Native)

Gujarati (Native)

## WORK EXPERIENCE

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

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

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