

Contact

9116449362 (Home)
p15smritij@iimahd.ernet.in

www.linkedin.com/in/smriti-janu-6a3910101 (LinkedIn)

Top Skills

Stakeholder Management
Category Management
Revenue & Profit Growth

Smriti Janu

Building full stack ventures
Gurugram, Haryana, India

Summary

Campaigner as a personality type, I enjoy working in a creative, challenging space. Aim to leave no stone unturned for things I am passionate about.

Love to strive towards growth, ideas and collaborations. Managed multiple category P&Ls at Droom with multifold growth in a short span of time. Worked with Locofast to streamline the supply chain for apparel industry. Around 2 years with Chalka agritech where I led product launches from start till execution, worked on all things business.

The priority for me is to make an impact in day to day lives by solving customer problems.

Experience

GrowthJockey

AVP: Venture Growth & Development
May 2025 - Present (6 months)
Gurugram, Haryana, India

Freelance

Independent Consultant
January 2023 - Present (2 years 10 months)

Droom Technology

Associate director: Category Management
October 2020 - December 2022 (2 years 3 months)
India

Managed entire P&L for the entire New Vehicles and Electric Vehicles Category (e-commerce)

Driven 100x growth in total number of orders within a timespan of six months
End to end Buyer Journey Curation, finding supply gaps and planning as well as executing multiple promotions across categories

Locofast

Category and Product Manager

January 2020 - June 2020 (6 months)

Delhi, India

Worked on streamlining the apparel industry supply chain via inbuilt product

International collaborations across multiple brands

Also managed the garmenting category, working with brands as well as factories creating final products

Chalka Agritech Pvt Ltd.

Strategy and Branding Manager

June 2018 - January 2020 (1 year 8 months)

Delhi, India

Handling entire P&L for multiple product categories.

Launched products from idea till execution.

Experience in Product planning, pricing, launch strategies and execution.

Managing the distribution network for all the products across different geographies.

Servion Global Solutions

Assistant Sales Manager

April 2017 - May 2018 (1 year 2 months)

Mumbai Area, India

Walmart

Product Manager Intern

April 2016 - June 2016 (3 months)

Bengaluru Area, India

Education

Indian Institute of Management, Ahmedabad

Master of Business Administration (MBA), Marketing · (2015 - 2017)

The LNM Institute of Information Technology

Bachelor of Technology - BTech, Electrical, Electronics and Communications Engineering · (2011 - 2015)