

# DILIP AIDASANI

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## SUMMARY

Strategy and Operations Director with experience managing teams ranging from 2-10 employees and budgets of up to \$500k. Expert in helping companies develop, scale, and improve products and services. Highlighted results include:

- Granted 10 US utility patents for work in Augmented Reality and Identity Management.
- Led a team of 8 to increase customer satisfaction with a portfolio of products by over 15%.
- Identified over \$250 million in potential revenue from new products and services.

Well-versed in agile methodologies, data science and design thinking techniques. Have led engineers, product/project managers, researchers and designers. MBA & BS in Industrial Engineering and Operations Research from Columbia University, including coursework in Python and SQL. Recently completed a sabbatical to travel the world (visiting 8 countries) and practice yoga & mindfulness.

## EXPERIENCE

**FREELANCE CONSULTANT**, New York & San Francisco 2017-Present

- Northeast Big Data Innovation Hub: NGO focused on expanding data science in the public sector
  - Utilizing a lean startup methodology to develop a business model and product strategy.
- Barter Blocks: Two-sided marketplace built on distributed ledger technology
  - Developed and narrowed use cases to increase adoption and achieve product/market fit.
- 10 Wooster: A fashion startup/community
  - Created processes to gain qualitative and quantitative feedback to enhance UX.
- Truth & Beauty: An online and retail spa
  - Conducted marginal analysis to improve product mix and increase operating margins.

**AMERICAN EXPRESS**, New York, NY 2005-2016

**Director, Employee Experience** (2012-2016)

Created a team of 8 researchers & designers to improve employee-facing digital capabilities. Generated insights from quantitative and qualitative data in order to improve experiences across a portfolio of enterprise products. Managed a budget of \$500k and mentored employees across the organization.

- Scaled operations to incorporate user-centered design practices into an agile product development process. Led UX, Engineering, and Product teams to establish enduring processes to define MVPs and prioritize roadmaps based on customer needs across multiple products in portfolio.
- Conducted qualitative and quantitative research to create personas based on the voice-of-customer, resulting in evidence-based investments in technology.
- Redesigned corporate intranet and launched a Bring Your Own Device enterprise mobile program at American Express. Evaluated identity management, persistent chat, and desktop sharing capabilities in order to select/rollout Okta, HipChat and Cisco WebEx to 50,000+ employees.
- Improved global employee satisfaction with workplace technology by over 15%.

**Director, Technology Strategy & Innovation** (2010-2012)

Led a team of 10 engineers to create business cases, user stories, and prototypes to assess disruptive technologies and inform AmEx's Emerging Technology Roadmap.

- Granted 8 US patents for augmented reality prototype (“[Systems and Methods for Gesture-based Interaction with Computer Systems](#)”) and 2 patents for identity management proof of concept (“[Systems and Methods for Generating and Using a Digital Pass](#)”).
- Identified over \$250 million in potential revenue opportunities through innovative proof of concepts.
- Led product managers and developers to launch a 6-month pilot of a crowd-sourced, idea generation platform to 2,000+ employees. Resulted in launch of open innovation program at American Express.
- Directed “Amex Masters Program” and led a team of graduate-student engineers to develop software and hardware prototypes based on emerging technologies.

**Strategy Manager, Global Corporate Payments (2007-2010)**

Identified new growth opportunities for B2B payment products. Devised and executed on global strategies improve collaboration and operations across Sales & Account Development teams.

- Developed Private Equity Spend Management strategy resulting in over \$1 million in incremental charge volume with a European PE firm and further expansion of strategy to additional PE clients.
- Led development of a SaaS capability for sales force and corporate clients to improve operational efficiency, including customer needs assessment, requirements gathering, and product development.
- Spearheaded organizational alignment initiative to increase collaboration across two B2B business units. Resulted in creation of dedicated team to increase communication and information sharing.

**Product Marketing Manager, Healthcare Solutions (2005-2007)**

Managed marketing partnerships with industry leading health insurers. Led cross-functional teams to launch joint marketing campaigns to increase card acceptance.

- Launched marketing campaigns to acquire 2,500+ medical practices and closed the national American Express card acceptance coverage gap in the health care industry by 15%.
- Led outsourcing and implementation of a critical marketing process that decreased cycle time required to determine American Express card acceptance in the healthcare industry by over 50%.

**POLARIS MANAGEMENT PARTNERS**, New York, NY 2004-2005

*Employee #8 at a boutique management consulting firm that now employs over 150 people.*

**Management Consultant**

Developed sampling methodologies, reconciled data, and recommended policy/process changes to enhance regulatory compliance at Fortune 100 pharmaceutical companies.

**EDUCATION**

**COLUMBIA BUSINESS SCHOOL**, New York, NY 2014-2016

**MBA**, Executive Program, May 2016

*Academic Honors: Dean’s List and Graduation Honors*

**COLUMBIA UNIVERSITY SCHOOL OF ENGINEERING & APPLIED SCIENCE** 1999-2003

**BS**, Industrial Engineering & Operations Research, May 2003

*Major: Engineering Management Systems, Minor: Economics*

**ADDITIONAL INFORMATION**

*Skills:* Six Sigma Green Belt I training through American Express. Basic knowledge of computer programming, including Python, Java and SQL. Fluent in Sindhi.

*Interests:* Enjoy yoga, mindfulness meditation, obstacle racing, cinema, travel, and cooking. Avid reader of media, technology, and political blogs. Volunteer at Greenpoint Hunger Program.