

Harshul Chugh

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GTM Programs and Business Operations professional with 8+ years of experience across technology and consulting, leading cross-functional programs, operating cadences, and scalable processes that turn ambiguous priorities into measurable execution. Experienced using Claude Code, Claude Skills, and OpenAI Codex to develop AI-enabled workflows and support agentic use cases.

WORK EXPERIENCE

Extend, Inc.; New York, NY

January 2026 - July 2026

Program Manager | Go-to-Market Strategy & Operations

- Led GTM programs for a B2B2C warranty platform across three verticals representing \$35M in recurring revenue, running weekly reviews across Sales, Product, Growth, and Operations to track KPIs, surface risks, and drive decisions.
- Reduced partner onboarding timelines by 25% by standardizing launch plans, ownership frameworks, milestones, and dependencies for emerging and mid-market partners, drawing on lessons from enterprise launches.
- Built Salesforce reporting for pipeline, retention, and forecasting across enterprise opportunities valued up to \$48M, giving leadership clearer visibility into pipeline health and revenue opportunities.
- Accelerated claim resolution by 32% by identifying intake bottlenecks and designing AI agent rules and merchant-facing chatbot workflows that automated triage and improved escalation efficiency.

H.Y.P.E. to Empower, Inc.; Atlanta, GA

June 2025 - January 2026

Strategy & Analytics Fellow | Fixed-Term Fellowship

- Increased program engagement by 30% by redesigning the program using insights from 20+ stakeholder interviews and focus groups, translating findings into audience personas, journey maps, and measurable program priorities.

Beat the Wonderlic, Inc.; Boston, MA

June 2024 - December 2024

MBA Intern (Advisor to the Founder) | Go-to-Market & Product Strategy

- Increased customer acquisition by 15% by combining customer research, early-access testing, and performance data to identify acquisition opportunities and shape GTM priorities.
- Improved customer support efficiency by 20% by designing and coordinating beta testing for an AI-powered NLP chatbot and building structured feedback loops to guide product improvements.

KPMG; Delhi, India

October 2021 - April 2023

Business Associate | Voice of the Customer & Program Management

- Improved client Net Promoter Score (NPS) by 14 points by building a customer insights program that combined qualitative and quantitative feedback to identify experience gaps and prioritize improvement opportunities.
- Contributed to \$1M in revenue growth and improved win rates by 6 percentage points by building win-loss analyses that combined customer feedback and account data to identify growth opportunities.
- Reduced recurring reporting time from 42 to 5 hours by redesigning and automating Alteryx and Tableau workflows.

Analyst | Program Management & Analytics

October 2018 - October 2021

- Reduced manual processing time by 83% across 4,500+ public companies by building VBA-based workflows that automated data extraction and standardized recurring analysis.
- Saved 220+ hours annually by building Power BI sentiment dashboards that surfaced customer trends and emerging issues.

The Societal; Delhi, India

May 2016 - October 2018

Co-Founder

- Built a creator-led marketing agency (15 clients, 120+ creators), lifting campaign engagement 27% and profitability 30%.

PROJECTS

AI Product: InsightEar - Built an AI market research platform using OpenAI APIs that turns customer sentiment and competitive signals into recommendations; used Claude Code and Claude Skills to prototype agentic workflows and improve the product.

EDUCATION

Boston University, Questrom School of Business; Boston, MA

May 2025

Master of Business Administration (MBA), Management Science (STEM)

President, Questrom Graduate Council | MBA Student Impact Award | Dean's Scholarship

Symbiosis International University; Delhi, India

April 2018

Bachelor of Business Administration (BBA), Finance

SKILLS & CERTIFICATIONS

Program & GTM: Program Management, GTM Strategy & Operations, Business Operations, KPI Management, Customer Insights

AI & Tools: Agentic Workflows, Claude Skills, OpenAI Codex, Salesforce, SQL, Tableau, Power BI, Alteryx, Excel (VBA), Jira, Confluence, Asana, HubSpot, API integrations

Certifications: Lean Six Sigma Green Belt, Professional Scrum Master (PSM), Decagon AI CX Specialist