RIYA NIRMAL NANDINI JOSHI

CORPORATE STRATEGY | CAPITAL FORMATION | COMMERCIAL & VENTURE DEVELOPMENT

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PROFESSIONAL SUMMARY

Founder-facing strategy, investment and business-building professional with responsibility for commercial, financial and product mandates. Experience across AI-enabled products and services, health technology, AgriTech/IoT and D2C ventures. Independently developed financial forecasts and market analyses adopted for founder and board-level planning; played a primary business-side role in INR 6 crore of funding received; led defined workstreams spanning investment readiness, product delivery, GTM and operating improvement, with direct team management and concurrent consulting assignments.

PROFESSIONAL EXPERIENCE

DigiNxtHlt Solutions Pvt. Ltd. — Bengaluru | Mar 2026 – Present

Communications & Investor Relations Manager | Founding team | Primary full-time role

Company context: Early-stage AI-enabled health-tech venture developing hospital, web-app and maternity offerings.

- Independently built **five-year financial forecasts and market-sizing models** adopted for founder and board-level investment and strategic planning; co-developed valuation, exit-strategy and ESOP recommendations.
- Built the investment-readiness workstream from inception, including the investor deck, fundraising case and investor pipeline; participated in initial friends-and-family fundraising discussions.
- **Led the nontechnical workstream** for a launched hospital-sector product within an AI-enabled health-tech portfolio, translating customer, competitor and market research into feature requirements, coordinating technical delivery and contributing UX/UI inputs.
- Contributed commercial and product requirements to a web-app extension and maternity-focused product in development; coordinated delivery of existing commercial partnerships and GeM-related market access.
- Owned corporate and product positioning decisions from inception, including market-facing and institutional materials; **directly managed two executives** responsible for communications and brand execution.

Areete Business Solutions — Pune / Remote | Mar 2025 – Present

Business Strategist – Advisory | Primary role through Feb 2026; concurrent retained advisory since Mar 2026

Company context: AgriTech/IoT-focused venture with commercial growth, operating-efficiency and financing workstreams.

- Led business-side funding-stakeholder engagement and presented the investment case for **INR 6 crore in financing received** alongside founders and finance; subsequently managed investor reporting, capital-utilization tracking, compliance documentation, financial updates and investor relationships.
- Developed AgriTech/IoT GTM, pricing and channel strategies associated with **28% higher product adoption and 22% lower customer acquisition cost**; used market sizing and competitive analysis to inform commercialization decisions.
- Led cloud, product-delivery and budgeting efficiency initiatives in collaboration with technical and operating teams; benchmarking and changes supported a 15% reduction in operating expenses.
- Worked with the CEO on annual planning, KPI/OKR systems and workstream priorities associated with 18% higher goal attainment; **directly managed two executives and one intern** to coordinate delivery.
- Developed an investor pipeline yielding 15+ meetings and three diligence-stage opportunities; established partnerships with five incubators.
- Partnered with the CFO on SSA/SHA documentation and closing-stage coordination for a separate approximately INR 2 crore financing transaction.

INDEPENDENT CONSULTING EXPERIENCE

Independent Strategy & Investment Consultant

Project-based mandates | Concurrent with primary employment; client names confidential

- **D2C Expansion & Ownership Planning — Confidential Consumer Brand:** Developed market-expansion plan, equity-capitalization recommendations and ESOP options to inform founders' growth and ownership decisions.
- **D2C Fashion Growth & Investor Positioning — Confidential Brand:** Developed commercial-growth recommendations, investor messaging and a media-positioning approach for a fast-fashion business.
- **Cybersecurity Market Assessment & Valuation — Confidential Technology Venture:** Analyzed sector and competitor dynamics, developed financial valuation and delivered investor-facing decision materials.
- **Venture Feasibility & Implementation — Government-Facing Mandate:** Produced a Detailed Project Report evaluating venture economics, operating requirements and implementation pathway; supported business onboarding.
- **Additional selected mandates:** Education-sector valuations and fundraising advisory; research and editorial coordination for a Copenhagen-based organization; developing five dairy-venture business-model and capital-allocation options (since Oct 2026).

EARLIER PROFESSIONAL & ENTREPRENEURIAL EXPERIENCE

Digital Services Venture — International Markets

Founding Team Member | Part-time alongside BBA studies

- **Founding-team contribution:** Established Middle East client-prospecting and early hiring processes; the venture subsequently grew to seven people and reported approximately INR 1 crore in gross revenue.

Bhadrika Education Ventures Pvt. Ltd. — Pune / Remote | Jun 2024 – Nov 2024

HR Manager | Client-delivery-management coordination

- Served as the client-developer-management interface within a roughly 40-person organization, translating client requirements into delivery priorities and management decisions; HR initiatives were associated with 15% lower hiring costs and 25% higher employee goal attainment.

Ad Tales — Pune | Feb 2024 – Jun 2024

Digital Marketing Executive

- Optimized campaign and media-mix performance: ROI increased 18%, conversions 14% and reach 20%, while spend fell 10%.

M/S Sanjay B. Gupta & Co. — Ujjain | Apr 2023 – Jun 2023

Finance & Audit Intern

- Automated reconciliations and reporting, saving more than five hours per week and reducing audit-preparation time by 20%.

EDUCATION & PROFESSIONAL DEVELOPMENT

BBA, Accounting & Finance | Sri Balaji University, Pune | 2025

Risk Management | New York Institute of Finance | 2024

Young India Fellowship | Initial Selected; did not enroll

McKinsey Forward | Program participation

Robin Hood Army | Volunteer, education and food distribution | Since 2020

Lean Six Sigma principles | Ongoing study

CORE COMPETENCIES

Strategy & Finance: Structured Problem Solving; Growth & Market Entry Strategy; Market Sizing & Valuation; Financial Modelling; Capital Structuring; Fundraising & Investor Relations; GTM & Pricing

Advisory & Delivery: Independent Client Advisory; Executive Stakeholder Influence; Cross-Functional Workstream Leadership; Team Management; Product Delivery; Cost Optimization; KPI/OKR Design