

SRISHTI NISHA

Consulting Analyst — Growth Strategy | New Product Innovation | AI Product Development

London, UK | No Sponsorship Required | 07415 300707 | [Email](#) | [LinkedIn](#) | [Portfolio](#) | [AI MVP](#)

PROFILE

MSc Management candidate at UCL with experience across **strategy, product innovation and AI product development**. Built a live AI MVP and delivered strategy projects for Greggs and Fairphone, applying structured analysis, market research and implementation planning. Supported startup strategy, partnerships and investor conversations with American Express and Uber. PhD-trained researcher with strong experience structuring ambiguous, data-heavy problems and translating evidence into practical, stakeholder-ready recommendations.

CORE CONSULTING & AI SKILLS

Strategy & Analysis

PESTLE, Porter's Five Forces, SAFe, market sizing, competitor benchmarking

Research & Data

Qualitative & quantitative research, user interviews, Excel, Power BI

AI & Digital

AI product strategy, MVP development, prompt workflows

Client Delivery

Structured documentation, stakeholder workshops, scope management

PROFESSIONAL EXPERIENCE

Research, Strategy & Partnerships | Vanity Pass

London, UK | 2025

- Conducted competitor and market mapping across **30+ beauty, wellness, hospitality, membership and rewards platforms**, shaping growth strategy, pricing and product requirements.
- Synthesised **40+ customer feedback inputs** (user conversations, Product Hunt, Reddit and early product feedback) into structured recommendations, shaping **5+ product priorities**.
- Supported investor/partnership pitches to American Express and Uber, and contributed to partnership development across 100+ hotel inventory partners; worked with engineering to scope product requirements.

Product Manager — Growth & Operations | Simple Handyman

Milton Keynes, UK | 2023–2024

- Drove **30% growth in organic traffic** through SEO strategy and competitor analysis across 50+ blogs.
- Redesigned WordPress templates and website journeys, improving website engagement by 20% through clearer navigation, CTAs and service-page structure.

Research & Innovation Lead | CSAUAT / PhD Research Assistant

Kanpur, India | 2019–2022

- Led a biofortification research programme (**96+ combinations**), securing and managing **~£30K** in funding.
- Contributed to [India's first biofortified village](#) (Anoop Pur, Kanpur Dehat); published [peer-reviewed research](#).
- Earlier (2013–2019): led 12+ field initiatives across 500+ observations, managing budgets, timelines and stakeholder reporting.

SELECTED STRATEGY, AI & INNOVATION PROJECTS

AI Campus Orchestrator / Last Minute Club — Top 3 Team | UCL AI for Business

London, UK | 2026

- Built the live [AI-powered MVP](#), demo video and investor-style pitch deck within a Top 3 UCL team, turning fragmented student inputs into a structured, burnout-aware study plan.
- Designed the AI product strategy, backend orchestration logic and burnout/workload scoring model; developed B2B SaaS positioning and revenue model.

Greggs Growth Strategy | UCL Strategic Consulting Project

London, UK | 2025

- Developed a growth strategy for Greggs using PESTLE, Porter's Five Forces, Strategic Group Analysis and SAFe, recommending a phased healthier product line aligned with regulatory pressure, consumer trends and operational feasibility.

Fairphone Innovation Strategy | UCL Innovation Project

London, UK | 2025

- Assessed Fairphone's circular economy model using Business Model Canvas and the 4Ps framework, analysing sourcing, manufacturing, repairability, product longevity, scalability risks and market trade-offs.

EDUCATION

MSc Management — Corporate Pathway | University College London

London, UK | 2025–2026

- Relevant modules: AI for Business, Business Strategy, Decision & Risk Analysis, Operations & Technology Management, Strategy & Innovation. Research: AI use in hiring and candidate assessment.

PhD + MSc, Soil Science & Agricultural Chemistry | CSAUAT, India

Kanpur, India | 2017–2022

- Focus: sustainable agriculture, biofortification, climate resilience, ESG. Dean's List; youngest PhD in the organisation.

TOOLS, CERTIFICATIONS & LEADERSHIP

Tools: Excel, PowerPoint, Power BI, Google Analytics, Figma, JIRA, Asana, Notion, WordPress, Canva, ChatGPT, SQL, Python/Matplotlib.

Certifications: McKinsey.org Forward Program; Global Strategy; UX Research Methods; Becoming an AI-First Product Leader.

Leadership: UCL Consulting Society; VP Cultural Committee; Founder, School Environmental Club; National Award-Winning Dancer; 9 yrs community service (NSS).