

# Aditi Jain

1126 S Stelling Rd, Cupertino, CA 95014 • (408) 257-3627 • aditij@wharton.upenn.edu • www.aditijain.net

## EDUCATION

---

University of Pennsylvania, Jerome Fisher Program in Management & Technology (M&T) 2007-2011  
B.S. in Computer Science from School of Engineering and Applied Sciences  
B.S. in Economics (Marketing, Finance) from The Wharton School

Monta Vista High School 2003-2007  
Class Rank: 1/612 at top 50 public HS GPA: 3.99/4.0, 4.67/4.0 (Wt.) \$15k in scholarships

## WORK EXPERIENCE

---

Microsoft, Mountain View, CA Program Manager Intern for Hotmail May – Aug 2010

- Led 6-person intern feature team (Dev, Test, and PM) in designing and completing photos-based feature in span of 10 weeks. Implemented end-to-end experience shipping in next large release of Hotmail (expected Dec 2010).
- Drove technical explorations of preliminary project ideas and proposed alternative feature after technological infeasibilities arose. Managed project risk with no impact on schedule despite loss of 2 weeks for design time.
- Built working prototypes in C#/JavaScript in addition to high-fidelity UI mockups to lead UI discussions with UX/usability designers and dev/test teams. Produced high-quality specifications for feature to guide dev team.
- Presented competitive analysis of Gmail features to managers to suggest future exploration of HTML5.
- Developed and pitched additional business model idea to be considered during planning phase at Hotmail.

Allstate Investments, LLC Summer Technology & Quantitative Analyst May– Aug 2009

- Worked in Portfolio Management Group in a 10-person PhD/MS group responsible for all mathematical/computer modeling, risk metrics, and quant analysis for \$100B asset management division of Allstate.
- Researched and implemented large-scale macroeconomic forecasting model to project economic growth and inflation over next several years. Forecasted relative asset returns based on risk premiums.
- Resulted in fully implemented statistically tested, models in Matlab, C#, and Excel that are proof-of-concept for company's next generation Tactical Asset Allocation investment strategy utilized for \$100B portfolio.
- Worked with IT team to implement work into a large scale C#-based software platform for user friendly access to a very large number of interacting simulation models.

Wharton Small Business Development Center Consultant (paid, 2<sup>nd</sup> yr.) Sep 2008 – May 2010

- Managed analytical consulting engagements for clients from internet/IT and retail/restaurant industries. 7 projects centered on topics like marketing strategy, new product launch, profit analysis, industry research, etc.
- Saladworks: Identified technology & marketing strategies to increase same-store sales for \$100 million restaurant franchise chain, focused on improving service and franchise and personnel management
- Happier.com: VC funded Web/ iPhone application for health and wellness consumer application - delivered tactical plan to implement online advertising revenue model in order to bolster business model.
- IMS Inc. Analyzed market entry strategy for commercialization of tutoring software developed in R&D. Defined segments, surveyed customer groups, identified information channels and key partnership opportunities, and evaluated secondary markets. Resulted in attracting 12 first-time users through 61 cold calls.

Adify (\$300m acquisition by Cox Communications) Business Development Intern June – Sep 2007

- Online advertising startup creating enterprise vertical ad networks. Acquired by Cox for \$300M.
- Created product style guide via detailed 20-pg user interface specifications for second version of product; used to train new and existing engineers on next release of ad network operations platform.
- Researched and documented 6-month outsourcing plan for various components of process flow (customer service, installation, design, etc) to decrease recurring set-up costs of vertical ad networks.
- Developed marketing/sales materials for attracting new enterprise clients and entrepreneurs.

## LEADERSHIP & SKILLS

---

Innovation Fund – Chair of Mini Venture Capital (VC) fund on campus for students Fall 2007 – Spring 2010

- Led group of 16 undergrads, PhDs, and MBA students who review business plans and award grants.
- Directed massive restructuring, rebranding, and marketing launch. Resulted in 50%+ boost in apps in 3 months.

Technical Skills: Java (3 years), C (1 year), Python (0.5 years), PHP (1 year), SQL (1 year), Visual Basic (0.3 years), HTML/CSS (8 years), XML (0.5 years), Matlab (1 year), JMP (0.5 years) Languages: Spanish, Hindi