

# Neeraj Kumar Nagaraja

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## EDUCATION

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### TUCK SCHOOL OF BUSINESS AT DARTMOUTH

*Candidate for Master of Business Administration degree, June 2028*

Hanover, NH  
2026–Present

### BANGALORE UNIVERSITY

*Bachelor of Computer Application, CGPA: 7.11/10*

- Won the Best Student Award, given to one student out of 500 in the graduating class

Bengaluru, India  
2014–2017

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## EXPERIENCE

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### JUSPAY

*1,500-person Softbank-backed payments orchestrator; 90% market share in India*

#### **Product Marketing Manager**

2024–2026

- Scaled company website as a growth charter; rebuilt inbound capture by migrating Contact Us routing from Zoho to HubSpot workflows and integrating Common Room enrichment, reducing lead response time from 3–4 days to within 1 day
- Converting ~\$3–4M in pipeline by channeling community-driven inbound into qualified opportunities, including a deal with Flowbird, now generating approximately \$250K in annual recurring revenue
- Rebuilt Hyperswitch GitHub with a new README, weekly AMAs, and contributor spotlights; grew daily visitors from 500 to 5,000, doubled GitHub stars to become the most-starred open-source payments repository, and generated 200 qualified leads from \$100M+ firms
- Led the global expansion launch of Payment Orchestration, collaborated with two teams to refine MVP, and validated market demand on Product Hunt, generating 1,000+ high-quality leads within 3 weeks

#### **Program Manager**

2021–2023

- Co-founded Juspay Hypercheckout to expand customer base to SMB merchants in India, contributing \$3.5M+ to annual revenue
- Formulated strategic partnerships with Easebuzz, PayU, and PhonePe to onboard SMB merchants onto Juspay's platform, resulting in 2x growth in inbound merchant acquisition month-over-month
- Simplified API and built an automated checklist, increasing SMB adoption 10x and freeing 20% of engineering resources
- Streamlined support operations by evaluating CRM vendors, transitioning to Slack, and implementing Genius, an AI-powered chatbot with 2 engineers, reducing response time by 50% and saving \$60K annually
- Mentored a program manager and 4 operations team members to take full ownership of Hypercheckout's day-to-day responsibilities

### SWYM

*15-member B2B SaaS startup building plugins for eCommerce merchants*

Remote (Seattle-based)

#### **Technical Support Engineer**

2019–2021

- Developed headless API supportability with a team of 3 engineers in response to increased client demand for customization, establishing a new revenue stream contributing ~\$50K annually
- Conceived a first-of-its-kind Wishlist feature showcasing recently viewed, saved cart, and restocked products, driving ~12% revenue increase for enterprise clients
- Delivered technical support to US enterprise merchants by developing customized UIs aligned with their websites, facilitating multiple enterprise merchant onboarding, and driving ~7% of company revenue (~\$70K annually)

### WEAVEDIN

*6-member B2B startup building point-of-sale solutions, acquired by Paytm*

Bengaluru, India

#### **Associate Product Operations**

2017–2019

- Crafted a 6-month product roadmap from extensive market research, presented at the 2018 Delhi Summit, secured \$150K from angel investors, and contributed to a Paytm acquisition proposal
- Launched the company's enterprise practice with clients including Indian Railways and Metro Cash and Carry; set up integration and onboarding processes, and mentored 30 operations agents

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## PERSONAL

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**Community:** Led a 2024 crowdfunding campaign raising \$2,500 for the education of 15+ children; volunteered at Jana Seva Orphanage; delivered food supplies to 800+ families during the COVID-19 pandemic; contributed to Cauvery Calling reforestation initiative, planting 10,000+ trees

**Advisory:** Advisor to Appstle (2021), guiding early product improvements that helped secure the first 100 clients; Consultant to Appikon (2019), identifying product gaps that boosted engagement by 30%

**Interests:** Motorcycling, backpacking, high-altitude trekking, open-source contribution; long-term focus on fintech solutions for underserved micro-entrepreneurs in India