

Zeel Mehta

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Summary

Impact consultant with 6+ years managing impact solution growth, coordinating 50+ stakeholders, and implementing M&E frameworks. Published research papers, scaled programmes serving 13,000+ beneficiaries, reduced costs by 50%, and generated Rs 10L+ MRR through strategic advisory for tech solutions.

Strategic CSR & Impact Consultant | Stakeholder Management • M&E Frameworks • Programme Implementation • Product Growth

Work Experience

Product Lead, Myna Mahila Foundation - AI Driven Health Tech for Women

Apr 2024 - Present

- Defined programme+product vision and multi-year strategy for WhatsApp-based health chatbot addressing gaps in underserved communities; led pilot-to-growth transition in 12 months
- Scaled product from **1,000 to 13,000 users in 6 months**
- Coordinated a **multi-stakeholder ecosystem**, including tech partners, healthcare providers, NGOs, and funders, through due diligence, partner selection, and relationship management
- Established M&E framework for tracking engagement (**25% active rate**), reach, and health outcomes; published 1 research paper with 3+ in pipeline
- Managed funding strategy, budget allocation, and impact reporting, securing continued stakeholder investment
- Directed cross-functional implementation across product, research, and field coordination; standardized documentation and quality protocols organization-wide

Jun 2022 - Feb 2024

Program & Stakeholder Manager, "being" app - Mental Health Platform

- Built and managed a global network of 50+ mental health professionals with **<5% attrition** through proactive stakeholder engagement
- Reduced project delivery time by 75% and costs by 50% while scaling service capacity 33x**
- Established partnership frameworks, SLAs, and quality standards; facilitated coordination between clinical providers, product teams, and beneficiaries

Jun 2021 - May 2022

Product & Strategy Consultant, Leadzen.ai - B2B Platform

- Advised leadership on product strategy, GTM planning, and revenue models, resulting in Rs 10L+ MRR and 50+ enterprise clients
- Introduced Agile methodology, reducing delivery cycles to 2 weeks; supported team scaling from 5 to 17 people
- Implemented SEO strategies and brand positioning, doubling monthly website traffic

Feb 2020 - Jan 2021

Senior Brand Strategy Manager, The Glitch - Creative Agency

- Managed brand campaigns for Lenovo, Nike, and Smirnoff, reaching 18M+ users across digital channels
- Led Lenovo re-positioning, achieving 18.7M reach and 3.81% CTR; coordinated with cross-functional teams meeting aggressive client deadlines
- Analyzed campaign performance, providing data-driven insights and impact reporting to stakeholders
- Acquired global brands and worked across cross-functional teams to meet client deadlines

Education & Research

M.Sc. in Machine Learning & Artificial Intelligence

Mar 2019 - Nov 2020

Liverpool John Moores University & upGrad

Bachelor's in Management Studies

Jun 2015 - May 2018

SVKM's Usha Pravin Gandhi College

Published Research: 1 paper on digital health interventions

2025

In Pipeline: 3+ papers on health technology and user engagement

Core Competencies

- Stakeholder Engagement:** Multi-stakeholder coordination • Partnership management • Due diligence • Community building
- M&E & Impact:** M&E frameworks • Data analytics • Research & publications • Impact reporting • Field implementation oversight
- Technical Skills:** Google Analytics, Amplitude • JIRA, Notion • Python, SQL • AI/ML implementation • Agile methodology
- Strategic Leadership & Scaling:** 0-to-1 programme design • Multi-year strategic planning • GTM strategy • Sustainable scaling frameworks • Revenue generation (Rs.10L+ MRR) • Growth strategy (0 to 10,000+ users)
- Research & Thought Leadership:** Evidence-based frameworks • Academic discourse contribution