

# MATHEW KALARIKKAL

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## SUMMARY

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Business and operations leader across marketplace ops, monetization, and financial strategy. Built operating systems, pricing logic, and growth plans that improved margin, increased monetization, and turned messy decisions into clear weekly action.

## PROFESSIONAL EXPERIENCE

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### Rapido | Manager, City Operations (Tier-2 Markets)

April 2026 – Present

- Leading city operations across Kochi, Nashik, and Nagpur — overseeing rider/captain supply growth, demand analytics, and market expansion.
- Launched bike taxi operations in Kerala from zero, scaling to 5,000 rides/day within one month through BTL activations and targeted online campaigns.
- Developed Malayalam and Manglish push notification content, improving app open rates by 25% — took full ownership of vernacular communication strategy for the Kerala market.
- Legal POC across all three cities for regulatory compliance and government liaison, ensuring operational continuity in new markets.
- Managing a cross-functional team of 20 across ops, supply, and marketing workstreams in three cities simultaneously.
- Built city-level SQL dashboards in Metabase (Trino) for supply analytics — captain base tracking, login hours, RPH, and funnel metrics across markets.

### Zomato | City Head (Zonal Head), Kochi

March 2025 – March 2026

- Built a multi-CTE SQL query library from scratch in Metabase (Trino/Presto) — no dedicated data analyst in the zone. Dashboards tracked OV, NOV, Supply CM, ARPO, CRPO, and VDO across 450 restaurant partners; used for weekly ops reviews, commercial decisions, and partner performance management.
- Built PnL dashboards in Google Sheets for Kochi Ramadan 2026 planning, integrating demand forecasts, supply-side assumptions, and promotional ROI tracking with weekly actuals.
- Managed restaurant partner growth and same-store demand across 450 key restaurant accounts in the Kochi zone (South, Central, North, Southeast territories). Owned the full partner lifecycle — acquisition support, engagement, performance review, and escalation handling.
- Designed weekly operating reviews using multi-metric views (demand, supply readiness, promo ROI, contribution margin) across ops, commercial, and marketing workstreams, reducing ad-hoc escalations and enabling structured zone governance.
- Improved key-brand ads ROI by 25%, menu hygiene-driven order-through rate by 35%, and menu opens by 50%

through structured dashboard reviews and competitive actions.

- Built performance guardrails and threshold logic to flag underperforming brands and loss-making initiatives, improving zonal contribution margin by 35–40%.
- Re-engineered ads monetization playbooks using cohort-level ARPO and ROI analysis, improving ARPO by 40% and monetization efficiency by ~20% within 5 months.
- Shifted restaurants to voucher-led discounts, cutting Zomato burn by 34% while improving funnel metrics and incremental order conversion.
- Worked with Product on Onam and Christmas campaigns, increasing app opens and menu opens by 30%; launched a festive ads product that lifted ads monetization by 15%.
- Managed and coached a 6-member team across commercial, ops, and marketing functions; increased ads penetration from 55% to 80%, reduced merchant escalations by 50%, drove 30% growth in order value and 22% growth in NOV.

### **AIonOS | Founder's Office**

January 2024 - March 2025

- Built board-level 5-year financial models used in leadership and investor discussions, projecting a path to \$25M in revenue by year 5 through client acquisition and pipeline scenarios.
- Modeled a performance-linked warranty construct with a \$50M projected 5-year revenue impact, translating operational assumptions into financial outcomes.
- Consolidated cross-functional inputs across finance, delivery, and leadership into single-source models and execution trackers for a proposed \$100M Indonesia JV.
- Built acquisition- and partnership-led growth models projecting \$5M in incremental revenue.
- Designed commercial pricing and margin structures across \$15M+ RFPs, aligning technical scope, pricing logic, and risk assumptions.
- Set up an inside sales funnel with lead qualification metrics, conversion tracking, and revenue attribution, closing \$70K in early deals.
- Hired senior commercial leaders including an SVP of Sales across North America, Europe, and APAC, and a Chief Business Officer by building candidate pipelines, screening resumes, and driving leadership interview coordination.
- Early team member (employee #5) supporting CXOs across strategy execution, fundraising support, sales operations, and senior hiring during the transition from setup to growth phase.

### **Deloitte & Touche | Audit Senior Assistant**

September 2021 - August 2023

- Led audit planning and execution for PE-backed entities and manufacturing clients with revenues up to \$2B, including a \$300M Chicago-based chemicals manufacturer, applying risk-based testing frameworks across AR and AP.
- Performed internal control assessments, variance analysis, and financial statement reviews across IFRS and US GAAP reporting structures, identifying process gaps that contributed to \$15K in cost savings.
- Supported SEC reporting (10-Q / 10-K) through detailed analytical reviews and documentation of complex accounting positions, including work for US-based operating companies.
- Worked on Series D preparedness for a Boston-based fitness tracking company raising \$150M, and fund valuation work for a South African PE firm across a \$90M debt fund and \$60M real estate fund.
- Advanced to Senior ahead of timeline based on judgment quality, analytical depth, and stakeholder management.

## EDUCATION

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### **B.Com | Madras Christian College, University of Madras**

2018 - 2021

Secured 1st Division and Distinction | 77.86%

### **AISSCE | Rajagiri Christu Jayanthi Public School**

2016 - 2018

Commerce | 96.60% | Top 1% in the Country for Business Studies

## SKILLS AND ACHIEVEMENTS

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- Core Skills: Business Operations, Marketplace Strategy, Restaurant Partner Growth, Monetization, Financial Modeling, Data Analysis, Stakeholder Management
- Technical Skills: SQL (Trino/Presto via Metabase, multi-CTE dashboards), Google Sheets (Advanced), MS Office (Advanced), VBA, ZoomInfo, CRM tools
- Languages: English (Professional), Malayalam (Native), Hindi (Conversant), Tamil (Elementary)
- Extracurricular: Organized Deloitte's Verve celebration with 5000+ attendees, managing logistics and stakeholder coordination, led college finance teams, and organized campus-level events.