

Prerna Parija

Problem Solver

Gurgaon, India | [LinkedIn](#)

Prerna is an MBA(Indian Institute of Foreign Trade, Delhi), Btech(National institute of Technology, Rourkela) with about 12 years of experience across functions spanning across consumer services.

She loves the learning environment, startups and specializes in 0-1 Journey, building strong culture, teams.

As a part of the core team, she launched the online ordering business at Zomato and scaled it by playing a pivotal role in product, strategy and operations and sales till its IPO. In her last stint at Zomato, she was heading the Key Accounts Team.

Before that she worked in product management in Airtel. Prior to that she worked in marketing and business development at Airtel money, the startup within Airtel .

Before that although she started as a software engineer in Samsung.

She has displayed excellence throughout her academic carrier and bagged multiple awards and top ranks in her journey.

EXPERIENCE

Lead, People & Culture Zomato	Jul 2025 — Present
Generalist Zomato	Feb 2024 — Jun 2025
Co-Founder Bluetick.AI Instrumental in user acquisition (strategy and execution) and forging alliances with recruiters to drive revenue	Nov 2022 — Dec 2023 <i>Gurugram, Haryana, India</i>
Personal goal pursuit Career Break Deliberate break to pause and re-calibrate on life goals Focused on my health and figured what I want to do next in my life!	Dec 2021 — Oct 2022
Head, Enterprise Business, India Zomato Owning the P&L and business growth strategy for key accounts in Delivery and Dine-in businesses for Zomato	Feb 2021 — Nov 2021 <i>Gurugram, Haryana, India</i>
Regional Business Head, North India Zomato Owning the P&L for the biggest and most profitable region in India and heading one of the largest sales teams(300+ strong) for Zomato	Aug 2017 — Feb 2019 <i>Gurugram, Haryana, India</i>
AVP, Supply Strategy Zomato Member of core sales strategy team in online ordering responsible for managing key cities	Feb 2017 — Jul 2017 <i>Gurgaon, India</i>
Head, Restaurant Partner Support Zomato Lead a team of 100+ members for partner support team and achieved record numbers in efficiency of operations.	Apr 2016 — Jan 2017 <i>Gurgaon, India</i>
AVP Operations Zomato Member of the core team which built the online ordering function from scratch - Worked closely with product, created the customer and restaurant partner related core processes.	Mar 2015 — Mar 2016 <i>Gurgaon, India</i>
Business Development Manager, Airtel Money airtel B2B & Alliances -Liaison with B2B alliances & planning of GTM of new projects B2C Acquisition -Creation of template for BTL activities for Customer Acquisition in the absence of Mass Media Campaigns , Planning & Execution of Demand Generation Activities Customer Engagement -Development & Execution of marketing campaigns to enhance stickiness of customer Analytics -Analysis of prevailing market trends to enhance Sales & Mitigation of Risk Behavior through various Business Accountability Dashboards	Jun 2012 — Mar 2015 <i>Uttar Pradesh and Uttarakhand</i>
Summer Intern ITC Limited	Apr 2011 — Jun 2011 <i>Kolkata Area, India</i>
Software Engineer Samsung Electronics Worked on audio codec projects which were commercialized in Samsung multimedia products Was a part of team which Conceptualized creative product ideas for feature enhancement of Samsung products	Jul 2008 — Jun 2010 <i>Noida Area, India</i>

EDUCATION

Indian Institute of Foreign Trade

Jan 2010 — Jan 2012

MBA in Marketing

Activities and societies: Placement Coordinator

National Institute of Technology Rourkela

Jan 2004 — Jan 2008

BTech in Electrical and Electronics Engineering

Activities and societies: President , Rotaract Club

Member of Dramatics Society

St Joseph's Girls' High School

Jan 2002

Activities and societies: Head Girl

National Institute of Technology Rourkela

Bachelor of Technology - BTech in Electrical Engineering Technologies/Technicians

SKILLS

Customer Service · Performance Management · Strategy · Business Development · Team Management · Leadership · Management · Marketing Strategy · Supply Chain Management · Cross-functional Team Leadership · Market Research · Management Consulting · Business Analysis · Business Strategy · Program Management · Product Management · Marketing · Brand Management · Competitive Analysis