

# AARDRA CHANDRA MOULI

## CURRENT POSITION

**PhD Student, UCL School of Management** (Sep 2019 – Present)

- PhD student carrying out qualitative research in gender, entrepreneurship, decision-making and motivation
- Member, Organising Committee: 8th Annual Navigating Qualitative Dissertations PDW, Academy of Management Conference 2021
- Academic representative, PhD programme: Oct 2020 – Present
- Member, Marketing Sub-Committee: NDSC, Academy of Management Conference 2021



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## SKILL OVERVIEW

### Languages known:

**English** (native/bilingual proficiency) |  
**Malayalam** (native/bilingual proficiency) |  
**Tamil** (professional working proficiency) |  
**French** (elementary user) | **Hindi** (elementary user)

### Professional & personal skills:

Excellent and confident communication skills, market research and analysis, team-building, recruitment and motivational leadership, PR and brand building, marketing, strategy, business development, policy framing and influencing, commercial acumen, warmth, empathy, social consciousness, commitment and perseverance

## AFFILIATIONS & MEMBERSHIPS

- Associate Member & Chartered Engineer, Institution of Engineers, India
- Member, Departmental Advisory Board, Sree Chitra Thirunal College of Engineering, University of Kerala, 2018-19
- Managing Committee (MC) Member, Trivandrum Chamber of Commerce, 2018-20
- Managing Committee Member, Trivandrum Management Association, 2017-19
- Committee Member, Singularity University Biotech Trivandrum Chapter, 2018
- Co-Convener 2017-18, Learning & Development, CII Indian Women's Network

## WORK EXPERIENCE

**Mentor – Enterprise Services, Forward Trust** (Feb 2021 – Present)

- Voluntary position as mentor for clients of Forward's Enterprise Support team to start and build a successful business
- Using personal experience and expertise to offer guidance to clients with their personal goals and challenges
- Training modules undertaken: Data protection & GDPR | Health and safety | Health & wellbeing | Mentoring induction | Lone working

**Consultant: Entrepreneurship, Growth and Strategic Partnerships** (Sep 2020 – Present)

- Growth strategy and partnership consultant for early-stage start-ups
- Helping start-ups formulate, initiate and implement strategic partnerships in R&D, funding, and marketing
- Working with founders/founding teams of early-stage enterprises

**Founder, Managing Director at Aeka Biochemicals** (Jun 2014 – Present)

- Entrepreneur; founder of first fully women-owned environmental biotech company in India
- Successfully built and expanded founding as well as growth teams
- Led development and launch of 20+ products in the retail and custom markets
- Achieved traction, growth, streamlining of operations, branding and recognition for company
- Developed and implemented processes and systems for hiring, training, performance appraisal and career progression
- Worked with colleagues to establish a work environment that is safe, nurturing, equitable and growth-focused

**Founding Curator, Global Shapers Trivandrum Hub** (December 2018 – Present)

- Founding Curator of the Global Shapers Community's Trivandrum Hub
- Established and expanded team of young change-makers in the city, and acted as liaison for hub with global network of the community, and the representatives of the World Economic Forum

**Director, Kovalam Football Foundation** (Oct 2014 – June 2019)

- Director at the first charitable limited company in Kerala in the area of football, on an unpaid, voluntary basis
- Involved in the inception of the Kovalam Women's Football Academy

**Manager: Marketing, Strategy and Branding, Akshaya Scientifics** (June 2014 – Jan 2015)

- Marketing strategy and business development for assigned product range, sales promotion and product support, business performance analysis and market planning, market research, customer relationship management
- Worked with directors for streamlining marketing and administrative teams
- Introduced key responsibility area documentation, performance tracking, performance analysis and periodic review processes for marketing and sales personnel

## ACADEMIC PROFILE

**MRes MANAGEMENT: 2019-20, UCL School of Management**

- Carried out original research in gender, entrepreneurship, and decision-making
- High merit

**FUTURE LEADERS CONNECT: October 2017, Møller Centre, University of Cambridge**

- Executive Programme in Leadership and Policy Development
- Organised and funded by the British Council
- One of 50 young leaders selected from 11 countries and 11,000 applicants

**MSc MANAGEMENT: 2012-13, Warwick Business School, U.K. (With Full Scholarship)**

- First with distinction
- Recipient of British Council & UK Government Jubilee (Fully-Funded) Scholarship, 2012

**B. TECH. BIOTECHNOLOGY & BIOCHEMICAL ENGINEERING: 2007-11, Sree Chitra Thirunal College of Engineering, University of Kerala**

- First class with distinction; 4<sup>th</sup> Rank in university