

MIHIR KELKAR

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PROFESSIONAL SUMMARY

Strategy and operations professional with 8+ years helping businesses launch, scale, and grow. Builds onboarding systems and trains teams for new ventures, guides early-stage brands from product refinement to retail, and has briefed R&D teams at The Coca-Cola Company as a recognized category expert. Brings both the analytical and the human side — equally comfortable advising a founder on launch strategy and leading a team through the pressure of daily operations.

CORE COMPETENCIES

Project Execution & Stakeholder Alignment | Cross-Functional Coordination | Consultative Sales & Account Development | Leadership Development & Team Onboarding | Consumer & Market Insight

PROFESSIONAL EXPERIENCE

STRATEGY AND OPERATIONS CONSULTANT — New York, NY Aug 2018 – Present

- Leads onboarding design and staff training for new business launches — builds hiring frameworks, education curricula, and operational standards from scratch during high-stakes pre-launch windows.
- Partners with early-stage brands on go-to-market planning, retailer conversations, and competitive analysis, helping founders sharpen positioning and move from concept to shelf.
- Delivered category expert briefings to enterprise stakeholders — most notably briefing R&D teams at The Coca-Cola Company and Simply, with insights directly informing product and market strategy at scale.

BEVERAGE CONSULTANT — Spirited Away, New York, NY Apr 2022 – Aug 2023

- Generated \$225K+ in net sales within 12 months through bespoke client consultations, building a loyal repeat customer base across NYC.
- Cultivated category expertise across 100+ non-alcoholic products to advise founders, industry opinion leaders, and consumers navigating the space — building a word of mouth reputation that consistently drove new and returning client engagement.
- Secured placement for emerging NA brands including Athletic Brewing, Abstinence Spirits, and AL's Brewing Company in NYC stores and venues — expanding brand visibility and accelerating market entry in a competitive retail landscape.

RETAIL PARTNER — Boisson, New York, NY Jul 2021 – Jan 2022

- Partnered directly with the CEO and Founder to drive expansion from 2 to 10 locations — leading interviews, staff training and education, and contributing to the buildout of the company's first warehouse, laying the infrastructure for sustained growth.
- Designed and implemented standardized onboarding systems across new retail locations — accelerating operational readiness and enabling consistent customer experience during rapid expansion.
- Personally drove \$100K+ in sales during Boisson's inaugural year — contributing meaningfully to a \$1MM company milestone while simultaneously building the staffing and operational frameworks that supported rapid multi-site growth.

OPERATIONS MANAGER — Vinnie's Pizzeria, New York, NY Jul 2013 – Aug 2018

- Directed daily operations, staffing, and payroll for a 30+ person team – built an internal leadership pipeline that moved frontline employees into supervisory roles.
- Stabilized operations through multiple leadership transitions, preserving team performance and service continuity without interruption.

EDUCATION

B.A., Economics — Queens College
Dean's List

Google Project Management Certificate