

XELENE AGUIAR

I am a technologist with 18+ years of experience in business strategy, business development, and growth planning. I specialize in product strategy, go-to-market strategy and implementation. With a strong background in fintech, blockchain, and Web3, I help businesses scale, unlock value, and drive long-term growth.

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CAREER HIGHLIGHTS

- [Awarded Technology Leader of the Year 2022](#) by Navi Mumbai Chamber of Business and Industries
- [MBA Gold Medalist 2019](#)- IIM Bangalore
- [Key-note speaker to address the President of India](#) during the formal induction visit of IRS probationers
- One of the [youngest lecturers](#) at the National Academy of Customs, Indirect taxation and Narcotics (NACIN), Mumbai

KEY COMPETENCIES

Business Strategy, Product Strategy
M&A Evaluation
Strategic Planning
Business Leadership
Financial Analysis
Risk Management
Stakeholder Management
Indirect Taxation

PROFESSIONAL EXPERIENCE

CEO, OmniEx (www.omniexc.com) OTC Trading Platform

Sept 2023 to date

- Grew trading to **USD 2M daily trading volume**.
- Advised on **acquisition opportunities** for the group in the payments and Web3 space.
- Spearheaded **launch of automated OTC platform** with real time settlement tracking.

Business Head, Strategy and Growth (Toyow www.toyow.com)

Jul 2022 to Dec 2023

Business Strategy

- Developed and executed **market-specific business strategies**, aligning product design with diverse customer segments.
- Led cross-functional teams across product, marketing, and operations to drive execution of business strategies and market expansion

Fundraising

- Spearheaded **fundraising** efforts, identifying and managing potential investment partners.
- Created detailed **business valuation and investor decks** to support fundraising.

Strategic Partnerships

- Identified and secured strategic partnerships to drive user acquisition, liquidity, and business growth.

Leadership and Organizational Development

- Led all business functions fostering synergy and alignment across the organisation (Operations, Finance, Marketing, HR)
- Defined and instilled core cultural values, shaping a cohesive and vibrant organizational culture.
- Provided strategic guidance and mentorship across diverse teams, from product ideation and development to marketing and operational execution.
- Architect of organizational policies, including the formulation of an Employee Stock Ownership Plan (ESOP) policy to incentivize and align employee interests.

Strategic Planning

- Led **designing of company OKRs** and creation of monitoring reports for use of the CXO team
- Conducted **gap analyses** in business operations and product-market fit to identify growth opportunities.
- Performed in-depth **market and competitor analysis** to inform strategic decision-making.
- **Developed and managed the Annual Operating Plan** on behalf of the CEO.
- Led **pricing and fee structure revisions** through detailed impact analysis on revenue and customer retention.

New Opportunity Planning and Evaluation

- Evaluated new business opportunities and **screened potential investment ventures** to assess feasibility, ROI, and strategic fit.

Product Strategy and Innovation

- Provided strategic guidance to the product team, leveraging industry insights to shape **product innovation and feature development**.
- Led **user research initiatives**, including surveys and focus groups, to enhance UI/UX and optimize customer experience.

Operational Center of Excellence (COE)

- Established COE for review, streamlining, **enhancement and monitoring of all business operations**
- Automation of manual financial operations from customer deposits to daily reconciliation and withdrawals.
- Designed **operational monitoring frameworks** and CSAT tracking for CXO-level decision-making.

Senior Manager, Group Strategy (The Manipal Group)

April 2019 to Aug 2020

Venture Investments, M&A

- Conducted in-depth **evaluation of acquisition targets**, assessing financial viability, strategic synergies, and potential ROI.
- Led due diligence efforts, collaborating with cross-functional teams to analyze market positioning, operational strengths, and integration feasibility.

New Venture Incubation

- Spearheaded the **development of new business ventures**– identifying market gaps, designing go-to-market strategies, and securing strategic partnerships for scalable growth.

Risk Management

- Established and implemented **comprehensive risk management frameworks** across all business verticals, ensuring alignment with industry regulations and best practices. Designed operational risk mitigation strategies to enhance resilience and safeguard business continuity.

Career break for personal reasons

Jan 2017 - Feb 2018

Assistant Commissioner (Indirect Taxation), Govt. of India

December 2012 - April 2016

- Head-of-office, Division-1, Service Tax-1, Mumbai
- Tax Administration, Business Process Improvement, Change management

Lead Petrophysicist and Subsurface Project Manager; Royal Dutch Shell

July 2006 to October 2012

EDUCATION

Year	Course	Institute	Achievement
2018-19	MBA	IIM- Bangalore	Gold Medal
2012-13	Indian Revenue Service Training	National Institute of Indirect Taxation	Best Female Probationer
2006	M.S.	IIT- Roorkee	2 nd rank in the Institute
2004	B.S.	St. Xavier's College, Mumbai	1 st rank Mumbai University

REFERENCES PROVIDED ON REQUEST