ANIRUDH GUPTA

www.anigup.com/résumé

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VISION

To accelerate our collective transition to a cleaner, safer, fairer, wealthier & more resource efficient Future – through climate innovation.

MISSION

To make sustainable solutions society's default choice by building and leveraging:

- Great Stories ('*obviously required*')
- Great Design ('*easily accessible*')
- Great Economics ('*economically viable*')
- Great Psychology ('*fun to use*')
- Great Technology ('*efficiency*'), &
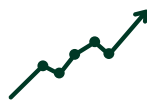- Systems for Collaboration ('*scalable*')

WHAT I LOVE TO DO

Writing

Reading

Equities

BBQ'ing

Running

Sax

SKILLS / LEVERAGE

FINANCE ● ● ● ● ●

PSYCHOLOGY ● ● ● ● ● ● ●

TECHNOLOGY ● ● ●

STORYTELLING ● ● ● ●

DESIGN ● ● ● ● ●

EDUCATION

2015 — **Fundación Universidad Empresa - Spain**
Scholar: Gaia 3.0 Master's In Professional Development Program

2014 — **The University of California, Berkeley - USA**
Political Economy (B.A)

2009 — **The Doon School, India**
ICSE, ISC (Sciences)

WORK

2020 - Now — **Sustainability Engine Foundation**
(*colloquially 'The Sustainability Mafia'*)
New Delhi, *India*
Founding Director
- Building a non-profit ecosystem for climate action & sustainability with the vision of "making sustainability the default choice"
- Recruited 61 supply-side entrepreneurs into our collaborative community
- Creating a 12-month actionable program – the Corporado program – for demand-side CXOs, climate intrapreneurs and sustainability executives at Indian companies

2016 - 2020 — **Airbus Defence & Space**
New Delhi, *India*
Business Development Executive
- Built strategy as part of Team India to open up the South Asian market for new business initiatives from the Defence & Space portfolio: across Military Aircraft, Space Systems, UAVs and C4ISR

2014 - 2015 — **Airbus Defence & Space**
Madrid, *Spain*
Offsets & Industrial Collaboration
- Crafted €500M industrial offsets proposal in response to The Government of India's RFP to replace its Air Force's Avro aircraft fleet with 56 Airbus Defence & Space medium and strategic transport C-295 aircraft

SKILL-STACK

ANALYTICAL ←--------------------------------→ CREATIVE

FINANCE	PSYCHOLOGY	TECHNOLOGY	STORY TELLING	DESIGN

Crowdfunding

Founded and built a student club at UC Berkeley in 2012 – Microfinance at Berkeley. Partnered with Kiva Zip to find and crowdfund $5000, 0% interest loans for Bay-Area entrepreneurs

Myers Briggs Certified Facilitator

Trained to conduct, profile and evaluate individuals/teams on the 16-Types personality test – April 2016

Python (basic)

Stanford University's amazing (& remote) Code-in-Place 2020 course, based on their CS-106A class . My final project was an environmental true cost calculator, viewable here

Marketing & Advertising

Learnt compelling storytelling from an advertising lens over 3 years at UC Berkeley's NSAC advertising club, and built campaigns for Glidden Paint, Nissan Motors, and Mary Kay

Community Design

Defined a narrative for 36-sustainability solutions, and designed a community with identities for relevant stakeholders in our ecosystem/Foundation
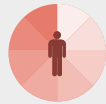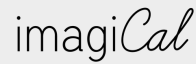
Valuation and Investing

Since 2014, I have been deeply involved on a personal level with valuations of publicly listed companies, so as to invest in them on the equity markets

Mental Models

Curated and sketched out 120+ time tested cognitive biases and mental models from across disciplines. Social project to uncloak the invisible interconnectedness between everything.

Bubble.io

Currently learning how to build functional web apps with bubble.io

TEDxSusMafia

Curated, hosted and spoke at TEDxSusMafia as part of TED's climate action focused Countdown Initiative. A day long event attended by 450+ people and delivered by 17 speakers

Web & Logo Design

Using Wix, Canva and Adobe Illustrator

AIRBUS
Financial Modeling

Crafted detailed financial models for several of the new business initiatives' proposals while at Airbus. The goal was to create business models from scratch and execute the ones that were deemed to have a high ROI

Nudge Design

Built a gamified 'cross-pollinator' tool for SusMafia's Mafiosos (member entrepreneurs) to collaborate and offer + match Asks & Gives

Writing

Essays and insights to deeply explore subjects i'm curious about, and hone the craft of writing – sometimes on my blog

Program Design

SusMafia's Corporado Program : a 12-month actionable program for climate intrapreneurs and sustainability leaders at Indian companies