

AARDRA CHANDRA MOULI



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CURRENT OCCUPATION

PhD Student, UCL School of Management (Sep 2020 – Present)

- PhD student carrying out qualitative research in entrepreneurship, cognition, identity, decision-making and motivation
- Mental health and equitable opportunity advocate
- Member, Organising Committee: 8th Annual Navigating Qualitative Dissertations PDW, Academy of Management Conference, 2021 & 2022
- Academic representative, PhD programme, 2020-21
- Member, Marketing Sub-Committee: New Doctoral Students' Consortium, Academy of Management Conference, 2021 & 2022

WORK EXPERIENCE

Mentor – Lumiere Education (June 2021 – Present)

- Research mentor for school-level (student) researchers on global research training program
- Served as mentor for 6 students from different parts of the world looking to advance their research skills

Mentor – Enterprise Services, Forward Trust (Feb 2021 – Feb 2022)

- 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 on navigating early-stage venture activities to clients with lived experience
- Training undertaken in: 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 working in social and environmental enterprise spaces
- 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; spokesperson for gender equity in STEM entrepreneurship
- Delivered successful development and launch of 20+ products in the retail, wholesale 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
- Spearheaded the creation and maintenance of all-female technical and operations teams
- Successfully built and expanded founding and growth teams

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
- Played integral role 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, customer relationship management
- 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
- Awarded high merit for dissertation project on female entrepreneurship

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; 4th Rank in university

PROFESSIONAL NETWORKS

INTERNATIONAL VISITOR LEADERSHIP PROGRAM (IVLP): 2019, U.S. State Department

One of eight participants from India, the International Visitor Leadership Program (IVLP) of the US State Department on "Small Business Development for Women Business Leaders"

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

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

INSTITUTE OF EQUALITY & DIVERSITY PROFESSIONALS: Member

PROFESSIONAL & PERSONAL SKILLS

- Excellent and confident communication skills
- Marketing, strategy, business development
- Market research and analysis
- PR and brand building
- Team building, recruitment, training
- Entrepreneurship and venture activity
- Mentoring and consistent learning
- Policy framing and influencing
- Warmth, empathy, social consciousness
- Commitment, perseverance

Languages known:

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