

VAARA SRINIVAS

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Program Management professional with **5+ years of experience** delivering large-scale EdTech and public sector initiatives across government, research, and corporate partnerships. Proven track record of leading **end-to-end program delivery**, scaling digital learning solutions across **1224 government schools**, training **1,500+ educators**, and driving strategic partnerships with organizations including **Amazon, Adobe, the Government of Andhra Pradesh, Central Square Foundation, and the University of Chicago's Development Innovation Lab**. Experienced in program planning, learning operations, stakeholder engagement, product delivery, data-driven decision-making, and cross-functional execution to improve learner outcomes at scale.

WORK EXPERIENCE

1. Manager – Growth & Impact

Sept 2025 – June 2026

ConveGenius, Noida

- Spearheaded strategic partnerships with **Amazon** and **Adobe**, expanding digital learning initiatives across government education systems.
- Delivered Amazon Career Tours to **200,000+ students** while developing a scale-up roadmap targeting **1 million learners**.
- Led the rollout strategy for Adobe Express, enabling adoption by **100,000+ users** with expansion plans for **500,000 learners**.
- Partnered with Product, Technology, Content, and Operations teams to drive program execution, executive reporting, GTM planning, and milestone delivery.
- Developed executive dashboards, implementation reports, and strategic insights that informed partner reviews, funding discussions, and program expansion.

2. Manager – Product Delivery

Feb 2025 – Sept 2025

ConveGenius, Noida

- Managed end-to-end delivery of digital learning products across **6 states**, ensuring timely execution, quality assurance, and stakeholder alignment.
- Coordinated Product, Engineering, Content, and Operations teams to resolve delivery bottlenecks and maintain implementation timelines.
- Used **Amazon QuickSight** dashboards and field insights to monitor learner engagement, identify adoption gaps, and support product improvements.
- Conducted product demonstrations, educator training, and funder presentations, strengthening platform adoption and evidence-based decision-making.

3. Program Manager

Nov 2023 – Feb 2025

ConveGenius | IT Cell, Office of the Commissioner of School Education, Government of Andhra Pradesh

- Led implementation of a **two-year Randomized Controlled Trial (RCT)** evaluating a statewide **Personalized Adaptive Learning (PAL)** program across **120 treatment and control schools**, in partnership with the Government of Andhra Pradesh, **University of Chicago's Development Innovation Lab**, and **Central Square Foundation**. [[Link to RCT Results](#)]
- Directed statewide implementation across **1224 government schools**, supporting **350,000+ students**, **1,500+ teachers**, and **15,000+ tablets** to strengthen digital classroom adoption.
- Planned and delivered **50+ teacher capacity-building workshops**, enabling effective use of PAL platforms, classroom technology, and learner progress monitoring.
- Managed and mentored **50+ Field Management Staff**, strengthening implementation quality, stakeholder coordination, and operational efficiency across multiple districts.
- Designed monitoring frameworks, implementation SOPs, and performance dashboards that increased learner engagement by **15%**, reduced operational bottlenecks by **30%**, and sustained **35+ average learning hours** per student.
- Supported state-level policy recommendations using program evidence, contributing to digital learning strategies impacting **500,000+ students**, contributing to evidence of a **0.43 SD improvement** in learning outcomes and **2.3x higher gains** versus control groups.
- Supported program governance through executive reporting, stakeholder communication, performance tracking, and data-driven decision-making for large-scale learning initiatives.

4. Mahatma Gandhi National Fellow

Oct 2021 – Oct 2023

Ministry of Skill Development & Entrepreneurship (MSDE), Government of India, World Bank.

- Worked with district administration and State Skill Development Missions to strengthen workforce development and skilling initiatives through evidence-based planning.
- Built partnerships with **30+ government departments, training institutions, NGOs, and industry partners** to improve program coordination and implementation.
- **Developed the District Skill Calendar** (adopted by district administration) and designed market-linkage initiatives benefiting **200+ artisans, contributing to 25% income growth and a 40% increase** in handicraft sales.

5. Sales Manager (Part-time)

Mar 2019 – Aug 2021

Sri Satyanarayana Nursery, Rajahmundry, Andhra Pradesh

- Monitored and analyzed sales performance, implementing marketing and promotional strategies and cultivating B2B client relationships, **resulting in a 15% growth** in repeat business.

SELECTED STRATEGIC INITIATIVES

1. Personalized Adaptive Learning (PAL) Program – Andhra Pradesh & Noida

- Developed **cost-effectiveness evidence** demonstrating **~1.9 Learning-Adjusted Years of Schooling (LAYS) per \$100 invested**, supporting state-level scale-up decisions and positioning PAL as a high-impact education intervention.
- **Led collaboration with Nobel Laureate Michael Kremer** and the Digital Innovation Lab (DIL) team from the University of Chicago to research PAL's impact on educational outcomes across **80 schools**.
- Delivered strategic growth initiatives with **Amazon** and **Adobe**, expanding digital learning programs to **300,000+ learners** with multi-year scale-up roadmaps.

2. Skilling and Entrepreneurship Development Initiatives

- **Market Linkages for Nimmalakunta Crafts (Dec 2021 – Apr 2022)**: Curated a newsletter and digital catalog connecting 200 artisans with interior design companies, resulting in a 25% income increase and 40% rise in annual handicraft sales.
- **District Skill Calendar (Dec 2022 – Sep 2023)**: Developed a comprehensive skill calendar integrating data from 10+ training institutes, inaugurated by the District Collector and informing a draft skilling policy.

EDUCATION

1. Indian Institute of Management – Visakhapatnam (IIM-V)

2021 – 2023

Post Graduate Certificate in Public Policy and Management

CGPA: 3.47/4.00

- **Rank 2** (Director's Merit Achievement Award), **Top 1%** in a class of **76 students**.
- **Top 2%** in coursework: Public Policy, Data Analytics, Entrepreneurship Development, Project Management, Academic Writing.

2. Indian Institute of Information Technology (IIIT), Nuzvid

2011 – 2015

Bachelor's in Technology, Civil Engineering

CGPA: 8.00/10.00

- **Top Division with Distinction** (Top 3% amongst 400 students).

PAPER PRESENTATIONS

- Paper presentation: *"Sustainable Transformations Giving Impetus to Skill Development in India: A Global Reservoir of Workforce,"* 11th Annual International Conference on Sustainable Development (ICSD), Sept 2023. [\[View\]](#)
- Paper selected for the *"Workshop on Green Building Constructions,"* Indian Institute of Technology, Bombay.
- **State 9th Rank**, Andhra Pradesh Residential Junior College Common Entrance Test (APRJC-CET).

CERTIFICATIONS

- **Google Project Management: Professional Certificate** - Coursera. | **AI For Everyone** - DeepLearning.AI.
- **Leadership & Emotional Intelligence** - Indian School of Business. | **Monitoring & Evaluation in Development Projects** - Udemy.

CORE SKILLS

- **Program Management**: End-to-End Program Delivery • Program Planning & Execution • Learning Operations • Stakeholder Management • Cross-functional Leadership • Proposal and Reporting • Strategic Partnerships
- **Learning & Delivery**: Learning Platform Management (LMS) • Training & Capacity Building • Monitoring, Evaluation & Learning (MEL) • Process Improvement • Learning outcomes
- **Analytics & Tools**: Advanced Microsoft Excel • Power BI • Amazon QuickSight • Python