

# AKASH RATHORE

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## PROFESSIONAL SUMMARY

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Sports Management professional with 3+ years of progressive experience across business analysis, product and platform development support, IT coordination, and large-scale sports event operations. Proven track record of delivering national and international events including IPL, National Games, Khelo India Youth Games, and Khelo India National Ranking tournaments. Skilled in authoring structured product documentation (BRD, FRD, PRD, SOPs, DPRs), translating business needs into platform requirements, building user flows and wireframes, and driving automation-led process improvements. Strong stakeholder management experience working with government bodies, federations, sponsors, vendors, and cross-functional technology teams.

## CORE COMPETENCIES

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Business Analysis • Product & Platform Documentation (BRD / FRD / PRD) • User Flows & UI/UX Wireframing • Use Cases & Process Mapping • Sports Event Operations • Accreditation Systems & Policy • IT Systems Integration • Automation & Process Improvement • Vendor & Stakeholder Management • Cross-functional Coordination • Project Planning & Delivery • SOPs, DPRs & Tender Documentation

## PROFESSIONAL EXPERIENCE

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### Assistant Manager — IT, Sports Operations, Client Servicing & Business Analysis | GoBananas

*December 2025 – Present*

- Lead business analysis and product documentation for the Games Management System (GMS) — authoring FRDs, BRDs, PRDs, user flows, UI/UX wireframes, workflow diagrams, use cases, scenarios, and implementation procedures across Registration, Accreditation, Tournament Management, and Admin modules.
- Translate stakeholder requirements into platform-ready specifications, partnering with engineering, design, and operations to align scope, sequencing, and acceptance criteria.
- Drive automation and process-improvement initiatives by mapping current workflows, identifying inefficiencies, and proposing system-driven solutions to reduce manual effort and turnaround time.
- Coordinate IT integrations and platform readiness across modules, and manage client servicing — handling approvals, status reviews, change requests, and delivery accountability across stakeholders.
- Oversee on-ground sports operations for major federation and government events, balancing platform/product delivery with live event execution.

*Key Projects Delivered:*

- Production & Operations Manager — NTPC Khelo India National Ranking Women's Archery Tournament (Ambaji, Gujarat, January 2026): Planned end-to-end venue setup as per Archery Association of India standards; managed vendor coordination for equipment, materials, and infrastructure; supervised signage, equipment placement, and live event operations across designated timelines.
- Project Coordinator — Somnath Swabhiman Parva (1000 Years of Somnath Mandir, January 2026): Coordinated cross-functional teams for a high-profile state-level cultural event featuring the Hon'ble Prime Minister; managed VIP accreditation and security coordination, vendor and material deployment, and authored detailed event flow documentation for PM arrival protocol and ceremonial proceedings.

### Project Lead | Khelo Tech & Strategy Pvt. Ltd. *July 2024 – December 2025*

*SAJHA — Unified Sports Portal for Sports Authority of Jharkhand*

- Led digitalization and automation of the Sports Authority of Jharkhand's information and service-delivery workflows, enabling streamlined dissemination to citizens, athletes, and officials.
- Designed and delivered a multi-module sports database covering athletes, technical officials, federations, and stakeholders, integrated with internal IT systems.
- Owned product documentation across the lifecycle — FRDs, BRDs, SOPs, and DPRs — for the SAJHA portal and internal platform initiatives.
- Drove enrollment and outreach for state government sports schemes through purpose-built IT solutions and process automation.

### Accreditation Manager | Paytm Insider *April 2024 – July 2024*

*TATA IPL 2024*

- Spearheaded crowd management and access-control strategy for one of India's premier sporting leagues across multi-stadium operations.
- Implemented a matrix-based accreditation framework to monitor crowd movement, zoning, and credential validation in real time.
- Liaised with central operations teams to coordinate accreditation issuance, escalation handling, and venue compliance.

## **Branding Manager | Showboat** *January 2024*

*Khelo India Youth Games 2023, Tamil Nadu*

- Formulated and executed the multi-venue branding strategy aligned with event objectives, ensuring consistent communication across stadia, fan zones, and broadcast surfaces.
- Coordinated with vendors, creative agencies, and event organizers for timely production, dispatch, and on-ground placement of branding assets.

## **Project Officer (Accreditation & IT) | Sports Authority of Goa** *September 2023 – November 2023*

*37th National Games, Goa*

- Drafted and executed the Games Accreditation Policy, aligned with multi-sport event standards and government compliance requirements.
- Authored department manuals and tender documents covering Accreditation and IT scope, vendor obligations, and SLAs.
- Supported IT systems setup and integration to enable seamless accreditation, data flow, and venue operations.

## **Accreditation Executive | Paytm Insider** *March 2023 – May 2023*

*TATA IPL 2023*

- Managed credential printing, issuance, and verification across stadium operations; coordinated signage placement and security liaison for access control.

## **ADDITIONAL EXPERIENCE**

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- Supervisor — Ace Next Gen | Hyderabad E-Prix (February 2023)
- Sports Presentation Manager — Showboat | 36th National Games (September – November 2022)
- Sales & Registration Executive — Sports for All (SFA) | SFA Championship, Pune (November 2022)
- Operations Executive — Pepbox | Corporate Events (October 2021 – April 2022)
- Registration & Operations Executive — BMW Cyclothon (March 2022)

## **TOOLS & TECHNICAL SKILLS**

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**Documentation:** BRD, FRD, FRS, PRD, SOPs, DPRs, Use Cases, User Flows, Process Maps, Tender Documents, Automation Specifications

**Product & Design Tools:** Figma, Visily, Google Stitch, Adobe Photoshop, Final Cut Pro

**Project & Collaboration:** Jira, Zoho Sprints, Microsoft Office Suite (Word, Excel, PowerPoint), Google Workspace

**AI & Development Tools:** ChatGPT & Codex, Claude Code (with personalised skills and connectors), OpenClaw, Ollama, GitHub, Vercel, Leonardo, Blackbox, Hugging Face

**Core Strengths:** Project Planning, Cross-functional Coordination, Stakeholder Communication, Decision Making, Problem Solving

## **EDUCATION**

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**Bachelor of Management Studies (BMS) — Sports Management | NEST Academy of Sports Management** *2021 – 2023*

**Higher Secondary Certificate (HSC) | The Lucknow Public Collegiate** *2019*

**Secondary School Certificate (SSC) | St. Thomas School** *2016*

## **CERTIFICATIONS**

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- Introduction to Advertising — SWAYAM Portal
- Food and Nutrition — SWAYAM Portal

## **REFERENCES**

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**Devendra Kumar Singh** — Sports Advisor-cum-Competition Manager, Sports Authority of Jharkhand | +91 9431187703

**Ravi Dahanga** — Sports Fellow-cum-Junior Consultant, Sports Authority of Jharkhand | +91 7762040066

**Manikant Kumar** — Sports Fellow-cum-Junior Consultant, Sports Authority of Jharkhand | +91 8210573306