

SHUBHA PALLAVI

Project Delivery & Product Management

Europe, open to relocation for the right opportunity

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SUMMARY

Over a decade in climate, spanning national programme delivery in India and product roles in the European energy market. At Energy Efficiency Services Limited, under India's Ministry of Power, I helped manage both procurement and on-ground project delivery for [UJALA](#), the world's largest zero-subsidy energy efficiency programme. I wrote requests for proposals, evaluated tenders, and awarded contracts. When quality problems surfaced, we redesigned the process into a quality-and-cost-based selection model. Procurement prices fell almost 90 percent over that period, from INR 310 per bulb in 2014 to INR 38 in 2017. I was also on-site, managing vendors, conducting training, leading awareness and distribution campaigns, and building the project monitoring platform from scratch.

I then spent six years in European energy roles at startups like Tibber and ison (LichtBlick), working on dynamic tariffs, virtual power plants, smart charging, and solar. I am now looking for programme, procurement, or product roles with organisations driving the energy transition, access, and efficiency, either as a staff hire or on contract.

WORK EXPERIENCE

Sabbatical | Nov 2025 – present

- Travelled across Asia and the Americas, volunteering at Lanta Animal Welfare in Thailand and Tasikoki Wildlife Rescue Centre in Indonesia, and writing 16 long-form travel stories for "MindTheGap".
- Built a portfolio of climate and energy product case studies.
- Available immediately and registered as a Freiberufler in Germany, allowing contract engagements to start without a setup delay.

PRODUCT MANAGER

ison GmbH, corporate venture of LichtBlick, Berlin, Germany | Oct 2023 – Oct 2025

- Owned 0-to-1 development of three B2B2C energy products (Smart PV & Battery, EV Charging, Calculator & Funnel), driving customer discovery and validation.
- Launched the Calculator integration for SMA's consumer app in Germany, defining API specifications and scaling the user base by 6x.
- Defined user journeys and requirements, aligning the needs of utilities, OEMs, and end-users.
- Led cross-functional delivery and directed a complete redesign of the company website.

PRODUCT SPECIALIST

Tibber GmbH, Berlin, Germany | Feb 2021 – Sep 2023

- Conducted market and competitive research to inform go-to-market and new-market expansion strategies.
- Collaborated directly with the co-founder and CPO on competitive analysis, product benchmarking, and willingness-to-pay testing.
- Trained over 150 new employees on power markets, flexibility, and virtual power plants.
- Identified and executed high-leverage, low-effort fixes to improve product exposure and performance.

ASSOCIATE BUSINESS DEVELOPMENT MANAGER

XVentum GmbH and enbreeze GmbH, Berlin, Germany | Aug 2019 – Jan 2021

- Evaluated investment processes and financing mechanisms; structured business plans and commercialisation strategies for small-scale wind systems.
- Executed market benchmarking and competitor hardware audits for European market entry.
- Authored investment pitches and market reports

PROJECT ENGINEER, PROGRAMME DELIVERY

Energy Efficiency Services Limited, Ministry of Power, Government of India, New Delhi |
Jan 2013 – Sep 2017

- Served on the core team for UJALA, the world's largest zero-subsidy domestic demand-side management programme. CLASP records over 360 million LED bulbs distributed by January 2022, saving 47 billion kWh and avoiding 37 million tonnes of CO2 annually, and cutting household electricity bills by INR 191 billion a year.
- Ran the procurement cycle for national bulk LED tendering: wrote the requests for proposals, invited tenders, evaluated bids, and awarded contracts.
- Helped redesign the tendering process from lowest-cost to a quality-and-cost-based selection model after quality problems emerged in early rounds, scoring bids on quality alongside a cost assessment. Programme specifications were updated to mandate a failure rate at or below 0.3 percent and a mandatory three-year warranty.
- Procurement prices fell almost 90 percent during this period, from INR 310 per bulb in 2014 to INR 38 in 2017, with retail LED prices across the Indian market falling 76 to 80 percent over the same years.
- Owned the national awareness campaign end to end, managing the appointed agency across outdoor, television, radio, print, flyers, and posters, with all campaign material produced jointly by EESL and the agency.
- Managed multimillion-dollar vendor procurement, contract negotiation, and compliance auditing against government regulatory frameworks.
- Directed public-sector stakeholder relationships across central ministries, state distribution companies, and implementation partners.

EDUCATION

Master of Business Administration

2017–2019

Technical University of Berlin

Bachelor of Engineering (Electrical)

2008–2012

Maharishi Dayanand University

KEY SKILLS

- Procurement and contracting: RFP drafting, tender invitation and evaluation, quality-and-cost-based selection, vendor management, compliance auditing.
- Programme delivery: national-scale rollout, multi-state implementation, public-sector stakeholder management, awareness and communications campaigns, training delivery.
- Energy domain: demand-side management, energy efficiency, dynamic tariffs, virtual power plants, EV smart charging, solar PV and battery storage, European power markets.
- Product: O-to-1 development, customer discovery, requirements definition, API specifications, QA protocols, web and native mobile platforms.
- Analysis and writing: market and competitive research, data analysis (Tableau), investment pitches, market reports, published long-form writing at mindthegap.framer.website.

LANGUAGES

English, fluent, working language. German, conversational, B1. German national, EU work rights.

REFERENCES

On Request