

Future Leaders Program

About Program

CATKing's Future Leaders Program grooms 95+ %ilers with 99%ile+ in any of the one sections of CAT or an equivalent score in any of the OMET exams for rewarding managerial careers. Through rigorous training from experts, it equips participants with quantitative, verbal, reasoning, and decision-making skills essential for cracking top MBA entrances.

Beyond exams, it fosters holistic development via practical exposure and a unique path from project executive to product manager roles.



Contact us:

 hr@catking.in

To learn more, visit us at
 CATKing.in



Future Leaders Program FLP

Detailed Overview

CATKing's Future Leaders Program is a flagship initiative designed to groom high-calibre individuals for rewarding careers in management. This intensive, immersive program is tailored for the 2023 exams 95%ilers (99%ile+ in one section) repeating prestigious entrance exams like CAT, XAT, SNAP, NMAT, GMAT, and others in 2024.

Through a meticulously crafted curriculum, participants undergo rigorous training under the guidance of industry veterans and subject matter experts. The program equips them with a comprehensive skill set encompassing quantitative aptitude, verbal ability, logical reasoning, and decision-making prowess – essential for excelling in management roles.

The Future Leadership Program is designed to give you a well-rounded experience that goes beyond just exam prep. Here are the key highlights:

- 1. Intensive CAT Preparation:** You'll get personalized mentorship and attend bootcamps led by toppers from premier institutes like IIM Ahmedabad, FMS, SPJIMR, and NMIMS. This ensures you're well-prepared to crack the CAT with a high 99+ percentile score.
- 2. Corporate Exposure:** Through internships and projects with leading companies like TAS, HUL, ITC, and Google, you'll gain practical experience and understand how the corporate world works.
- 3. Product Management Training:** Work on live projects with industry experts, leveraging cutting-edge technologies like AI, ML, and Data Analytics. This hands-on training will equip you with the skills to excel as a product manager.

Future Leaders Program FLP

Job Description: Product Executive

➤ Job Summary:

The Product Executive will be responsible for ideating and innovating CATKing products, and overseeing its development, strategy, and go-to-market plan. Join the MLPs in this transformative journey (along with graduates from Top B schools like IIMA, IIM L, and NMIMS)

➤ Key Responsibilities:

- **Conduct market research, gather customer feedback, and analyze data** to identify product improvements and new features
- **Prioritize features, create user stories and acceptance criteria** for the development team
- **Coordinate with the development team** during the product build process, ensuring timely delivery of high-quality products
- **Plan and execute go-to-market strategies**, including positioning, messaging, and launch activities
- **Monitor product performance metrics** and make data-driven decisions to optimize the product
- **Serve as the voice of the customer**, advocating for their needs within the organization.
- **Collaborate with cross-functional teams** like CAT, XAT, SNAP & NMAT, Other Exams, and GMAT/GRE to define product requirements and roadmap

➤ Qualifications:

- **Recent 95+ percentile (99%ile in one section) or equivalent** in CAT/XAT/SNAP/NMAT/GMAT/Other Management Entrance Exams in 2023-24
- **0-2 years of experience** in a product management role, preferably in the EdTech or test preparation industry
- Strong **analytical and problem-solving skills**
- Excellent **communication and stakeholder management abilities**
- **Proficiency in product management tools** and methodologies such as Figma, Canva, Excel, etc.
- **Passion for building** innovative and user-centric products

Future Leaders Program FLP

Job Description: Marketing Executive

▶ Job Summary:

The Product Marketing Executive will be responsible for ideating and innovating CATKing products, and overseeing its development, strategy, and go-to-market plan. Join the MLPs in this transformative journey (along with graduates from Top B schools like IIMA, IIM L, and NMIMS)

▶ Key Responsibilities:

- **Conduct market research and competitive analysis** to identify market trends, customer needs, and positioning opportunities
- **Develop positioning, messaging, and go-to-market strategies** for CATKing's products and services
- **Collaborate with cross-functional teams**, including product management, sales, and marketing, to align product roadmaps with marketing initiatives
- **Create marketing collateral**, including product brochures, whitepapers, case studies, and sales enablement materials
- **Plan and execute** product launches, webinars, and other promotional campaigns
- **Manage the product marketing website**, ensuring accurate and compelling product information
- **Analyze marketing campaign performance** and provide data-driven insights for continuous improvement
- **Stay up-to-date with industry trends**, competitive landscape, and customer feedback to inform product marketing strategies

▶ Qualifications:

- **Recent 95+ percentile (99%ile in one section) or equivalent** in CAT/XAT/SNAP/NMAT/GMAT/Other Management Entrance Exams in 2023-24.
- **0-2 years of experience** in a product management role, preferably in the EdTech or test preparation industry
- Strong **analytical and problem-solving skills**
- Excellent **communication and stakeholder management abilities**
- **Proficiency in product management tools** and methodologies such as Figma, Trello, Jira, Asana, and Adobe.
- **Passion for building** innovative and user-centric products

Future Leaders Program

FLP

Past Leaders and Change Makers



Aishwarya Pandey
Bentley College

Performance Marketing
Manager, Schneider
Electric (US)



Gauri Tawde
Babson College

Consultant, Converge
Consulting (US)



Radhika Sule
JBIMS

Senior Advisory
Consultant, IBM



Ammaar Golwala
MICA

Business Development
Manager, Amazon



Disha Shukla
Stevens Institute

Vice President, Citi (US)



Prerana Tirodkar
Columbia University

Manager, Tango (US)



Meenaz Shaikh
NMIMS Bangalore

Global Manager,
VMware



Amika Kumawat
NMIMS

Acting Area Head,
Dabur India Limited



Ishita Sharma
George Brown

Global Marketing Specialist,
HF Sinclair (Canada)



Harshini Pathak
NMIMS

Zonal Marketing Manager,
Maruti Suzuki India Limited



Saijal Vats
NMIMS

PHD Student, Université
Côte d'Azur (France)



Falak Morjaria
University of Leeds

MSc Consumer Analytics
and Marketing Strategy,
University of Leeds



Yogesh Kumar
IIM Lucknow

MLP, CATKing



Sritam Das
ISB



Aman Jindal
IIM Kozhikode



This Could
Be
YOU!!