

VIJAY M. RAJAN

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PROFESSIONAL EXPERIENCE

SALESFORCE

San Francisco, CA

Senior Director, Monetization Strategy — AI Products & Services – Strategy & Corp Dev May 2026 – Present

- Define monetization strategy for Salesforce's leading AI product portfolio, aligning pricing, packaging, and go-to-market for enterprise-scale AI services
- Partner with product and engineering leadership to build revenue models that capture value from generative AI and autonomous agent capabilities
- Drive cross-functional initiatives to accelerate AI product adoption and revenue attainment across Fortune 500 and mid-market segments

MCKESSON CORPORATION

Chicago, IL

Senior Director, Head of Business Strategy, Product Management & Consumer Marketing – E-Commerce Org Sep 2023 – Apr 2026

- Lead a multilayer organization comprised of product leaders, business strategists, marketing managers, and content specialists that enable day-to-day business ops and growth of the \$300M e-commerce segment of McKesson; role expanded to lead marketing in September 2024
- Oversaw the re-engineering of BU strategy that focused on achieving profitability for the first time while yielding double digit top line growth
- Managed the marketing and product mgmt. P&L outperforming budget targets while expanding service delivery capacity by +50% year 1
- Developed a first-of-kind BD acceleration support model driving customer pipeline creation, customer success and product sales expansion

PAYPAL INC.

Chicago, IL

Head of PayPal Brand Consumer Business and Product Strategy – Strategy & Corp Dev Org Jan 2023 – Aug 2023

- Dual report to both VP of PayPal Commercial (P&L leader) and PayPal Strategy & BizOps; lead full portfolio of PayPal branded consumer growth efforts and directly manage a high performing strategy team
- Reimagined digital wallet product strategy focused on engagement and gamification yielding +10% MAAs and \$200M revenue over 3 years

PAYPAL INC.

Chicago, IL

Business and Product Strategy Lead for PayPal Financial Services & Credit – Strategy & Corp Dev Org Jan 2022 – Dec 2022

- Drove geo-expansion strategy for financial services offerings in key growth markets projected to yield ~\$2B in incremental revenue; managed global stakeholders across multiple business units and functional areas with workstreams including detailed market assessments, customer interviews/research, business case development, and feature tradeoff analyses
- Oversaw the short and long-term strategic planning cycles for a ~\$200M portfolio including the consumer financial services and credit BUs
- Led restructuring design efforts yielding \$20M in savings by identifying and rationalizing duplicative functions across the enterprise

H&R BLOCK INC.

Chicago, IL

Director – Strategy & Corporate Development Nov 2020 – Jan 2022

- Direct report to Chief Strategy & Development Officer and lead all growth strategy topics that support the C-Suite and Board of Directors
- Accountable for end-to-end design and execution of a growth strategy focused on building H&R Block's first digital banking business, Spruce, projected to yield ~\$500M in incremental revenue across 5 years; strategy and concept testing to in-market release in < 12 months
- Managed a cross-functional team of strategy and strategic finance associates, and developed and manage recruiting strategy for the org

MCKINSEY & COMPANY

Chicago, IL

Engagement Manager (Feb 2020 – Nov 2020) / Associate (Jul 2018 – Feb 2020) / Summer Associate (Summer 2017) Jun 2017 – Nov 2020

- Led a team of strategy consultants and technical specialists on data strategy for a leading global pharma player to define, value, and prioritize data/analytics use cases to deploy across the entire value chain (R&D to sales) yielding an execution impact of ~\$16M
- Drove portfolio planning process for a top 5 global bank prioritizing \$100M+ in investments advancing top line growth while managing costs
- Managed an SG&A optimization imperative for a distressed security/monitoring services client by identifying 80+ change agents resulting in a 15% reduction in cost base (~\$40M)

- Established a modern operating model for a US regional bank aligning BUs to customer journeys while delivering \$1.2B of savings
- Served the EVP of strategy at an industry leading FinTech on organizational optimization to develop innovative org constructs across key business segments (e.g., market research, HR, PMO) while delivering resource consolidation and simplification
- Left McKinsey as an Engagement Manager in exemplary standing and achieved a top performance rating in review cycles (top 10% of class)

JPMORGAN CHASE & CO.

Chicago, IL

Sr. Product Manager (Sep 2016 – May 2017) / Analyst (Jul 2014 – Aug 2016) – Middle-Market Online Solutions

Jul 2014 – May 2017

- Accelerated Promotion (3 years ahead of standard promotion cycle)
- Led product strategy for a middle-market financial account management platform contributing \$92M in firm revenue by ensuring strong market positioning through innovative development and capturing year-over-year corporate client growth
- Delivered a \$48M increase in total client spend volume by performing competitive analyses to identify product gaps and led the product development execution that improved overall client experience addressing identified challenges
- Created go-to-market strategy for single-use-account (SUA) payment innovation including client selection through projected breakeven profitability, controlled availability period to assess competitive response, and general availability rollout

EDUCATION

THE UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS

Chicago, IL

Master of Business Administration — Concentrations in Finance, Accounting, and International Business

Jun 2018

- GMAT: 710 (92nd Percentile); Chicago Business Fellow; Admissions Committee Member; Booth New Student Mentor
- MBA exchange student at The London School of Economics; Co-Chair of both Consulting and Public Speaking clubs
- Spring 2018 Strategy Intern with the Obama Foundation assessing and negotiating vendor proposals to construct a business case detailing the optimal service provider mix for site operations to serve the Obama Presidential Center while keeping costs significantly under budget

THE UNIVERSITY OF MICHIGAN, COLLEGE OF ENGINEERING

Ann Arbor, MI

Bachelor of Science — Industrial & Operations Engineering, Certificate of Entrepreneurship

May 2014

- Dean's List & University Honors — Multiple Semesters; T.A. for Engineering Capstone Course of 70+ students
- Executive Board: University of Michigan Engineering Council; Institute of Industrial Engineers; Multicultural Greek Council