Priyanka Shah

Principal Consultant, Pricing and Revenue Strategy

01 PROFILE

Priyanka helps companies price their products and services with confidence. She combines customer research, data and commercial judgment to design pricing that grows revenue without losing customers.

02 CORE EXPERTISE

- Pricing strategy and packaging
- Revenue growth management
- Customer and market research
- Commercial analytics and tooling

03 SELECTED ENGAGEMENTS

Asian telecom operator

Telecommunications

Program lead 2025 to 2026

Redesigned the prepaid and postpaid plan portfolio across three countries.

- Average revenue per user up 8%
- Churn down 1.5 points

Regional airline

Travel

Workstream lead 2023 to 2024

Built the ancillary pricing model for baggage, seats and upgrades across 90 routes.

- Ancillary revenue up SGD 22 million a year
- Pricing cycle cut from 6 weeks to 5 days

Software scale-up

Technology

Advisor 2022

Designed the packaging and price tiers for a new enterprise product.

- Average deal size up 27%

04 EDUCATION

MBA, Strategy INSEAD, 2012

BSc, Statistics University of Mumbai, 2008

AT A GLANCE

14
Years of experience

37
Engagements delivered

5
Industries served

3
Certifications

BASED IN
Singapore

AVAILABILITY
Available now

LANGUAGES
English, Hindi, Gujarati

DAY RATE
SGD 2,100

CERTIFICATIONS
Certified Pricing Professional

Wharton Revenue Management Certificate

Tableau Desktop Specialist