

Monica Sethiya.

Chief of Staff · Programme Architect — *nine industries, one operating instinct*

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PROFILE

I turn a leader's intent into **structure, cadence and shipped outcomes**. Over nine years across cinema technology, menswear, ed-tech, AR, travel and media, I have built incubators, research partnerships, products and operating rhythms from scratch, usually at the stage where *the question isn't clear yet*. Currently Chief of Staff at HIS Studio; previously ran the R&D portfolio at Qube Labs, India's largest cinema technology company.

IMPACT

\$100K+
Research funding, IIT Madras M&E CoE

1,000+
Employees in a merger transition

102+
Partner brands onboarded

12+
Languages in a deployed LLM system

100+
Employees trained on AI

27%
Idea-to-POC conversion, InQubator

CORE STRENGTHS

Executive partnership

Operating rhythm & cadence

Portfolio & programme management

Strategic initiatives

Stakeholder & partner management

Change management

0→1 product

Roadmapping & PRDs

Academic partnerships

AI enablement

Data & dashboards (Power BI)

Agile · Jira · Confluence

EXPERIENCE

Chief of Staff CURRENT Jun 2026 – Present
HIS Studio · Menswear · Chennai, on-site

- Spearhead implementation of the Director's vision across **all operational verticals**.
- Grow the brand's Instagram community toward a **200K** goal (**147K** so far).
- Develop educational initiatives that inform Indian consumers about high-quality clothing standards.

Program Manager, Qube Labs Jun 2023 – Apr 2026
Qube Cinema · R&D and innovation vertical · Chennai, hybrid

Ran a seven-workstream portfolio: AI research, academic partnerships, incubation, community and data.

- **IIT Madras Centre of Excellence:** laid the institutional foundation for India's first Media & Entertainment CoE with **\$100K+** initial research funding; defined the research agenda and built operational infrastructure ahead of launch.
- **Video super-resolution:** coordinated a transformer model upscaling 2K cinema content to 4K (100K–200K training hours), managing research-to-deployment between IIT Madras and engineering over 18+ months.
- **LLM subtitle translation:** deployed a system covering **12+ languages** (7 Indian, 5 global) for worldwide releases, cutting manual translation cost and time-to-market.
- **InQubator:** built the internal incubator from scratch (evaluation framework, 25+ mentors, quarterly executive pitch sessions); **27%** idea-to-POC conversion.
- **AI enablement & data:** trained **100+ employees** on AI adoption; led data lake cleanup and Power BI dashboards for **6+ departments**.
- **Industry community & research:** 5+ events with SMPTE, HBO, Warner Bros and RED for **400+** professionals; led a blockchain discovery study on distribution, rights and revenue transparency.

EXPERIENCE
(CONT.)

Founder & Consultant

Dec 2022 – Present

Monstellar · Consulting practice · India, remote

Independent practice for founders, startups and SMEs at the problem-before-the-brief stage.

- o **Ed-Tech startup:** defined the PRD, built AI design mockups and delivered an MVP POC, accelerating market entry by **3 months**.
- o **Media-Tech MNC:** managed the legal and HR transition for a **1,000+ employee** merger.
- o **Travel startup:** defined product vision and an 18-month roadmap; identified a **\$2M** market opportunity.
- o **Men's bespoke studio:** automated operational reporting using AI-based dashboard tools.

Product Manager

Nov 2020 – Oct 2022

Pixel And Mortar · AR interior design platform · India

- o Built the product and marketplace 0→1 with a cross-functional team of **30+**; defined vision and workflows for **4 platforms** (main site, AR app, vendor and designer dashboards).
- o Pitched and onboarded **102+ partner brands** to the AR marketplace, each with tailored onboarding.
- o Ran agile sprints across design, engineering and marketing in Jira and Confluence.

EARLIER

Product Analyst

Crayon'd · Chennai · 2019–2020

Habit-formation and neuroscience research for a behaviour-based product; wireframes with gamification mechanics.

Partnerships Executive

TEDxChennai · Dec 2018 – Oct 2019

Raised **\$75K+** from 99+ sponsors for a 1,500+ attendee event.

Project Associate

SPI EDGE · Chennai · 2019–2020

Launched "Get Shit Done", a gamified IKIGAI career platform: 200+ users, 10+ partner companies. INK Salon and INK Conference 2019 team.

Global Ambassador · Student President

Singularity U Chennai · Enactus Shasun

25+ meetups for 1,200+ attendees (2019–2023); led Enactus Shasun's UN SDG-aligned projects (2017–2019).

EDUCATION

BBA, Business Leadership & Administration

Shasun College · Class of 2020

9.52 / 10 GPA

LEARNING

Google Cybersecurity (Coursera) · 2026

Foundations of Cybersecurity · Play It Safe: Manage Security Risks (NIST CSF) · Connect and Protect: Networks & Network Security · Tools of the Trade: Linux & SQL

SingularityU Chapter Ambassador · 2022

Singularity University

Consumer Neuroscience & Neuromarketing · 2020

Copenhagen Business School

Philosophy of Cognitive Sciences · 2020

University of Edinburgh

ExO Foundations · 2020

OpenExO

KIND WORDS

"She has a rare knack for taking complex, high-level requirements and breaking them down into clear, actionable steps... If you need someone who can bridge the gap between business goals and engineering, Monica is exactly that person."

Suresh Krishnamurthy · Fractional CTO & Strategic Advisor

"Not many managers will hand you a gaming console and call it research. Monica did... The brief was open-ended by design, and that was the point."

Robin Rajasegar · RTL Design Engineer, Qube Cinema

BEYOND WORK

Self-funded member of a scientific expedition across Ladakh's Mars-analogue terrain. Into space & deep tech, climate, mythology, food, travel and mountains.