

Application: 6805

Pratyush Tewari: Modernizing a Legacy Platform with UX Transformation

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company Blue Book Services
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Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Pratyush Tewari: Modernizing a Legacy Platform with UX Transformation
Category C10. Executive of the Year - Agricultural Technology
Executive Nominee Submission Format Written Answers

a. Briefly describe the nominated executive's employer: the organization's history and past performance (up to 200 words). Required

Blue Book Services is a 123-year-old company in the produce industry that has undergone significant digital transformation under Pratyush Tewari's leadership as Head of UX Design. The organization specializes in risk mitigation and market intelligence for the produce industry, leveraging \$40 billion of A/R aging data and over 2,000,000 trade reports to inform business decisions.

Under Tewari's guidance, Blue Book Services launched a reimagined website and flagship product that resulted in 40,000 new active users in its first week, a 3x improvement in web score, 23% improvement in accessibility, and 59% improvement in speed. The strategic restructuring of product subscription plans consolidated 9 membership plans into 3, which increased revenue for lower tiers and improved user engagement.

Blue Book Services has demonstrated exceptional business outcomes through this transformation, achieving a 30% increase in membership revenue per member and maintaining a 98% retention rate. The company is currently developing data-driven tools for real-time price fluctuation prediction in commodities by integrating new data sources like USDA market movement, weather, and transport risks, positioning itself as an innovative leader in the produce industry.

b. Outline the nominated executive's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

Pratyush Tewari, as Head of User Experience Design and Technology at Blue Book Services, demonstrated exceptional executive leadership by orchestrating comprehensive digital transformations that revitalized a 123-year-old company, positioning it for future growth and success.

Strategic Vision and Execution

Tewari spearheaded the complete redesign of BlueBookServices.com, creating 25 new templates and 75 component blocks that dramatically improved customer experience while enabling business growth. His leadership facilitated the consolidation of multiple websites into one cohesive platform while adding direct subscription purchasing capabilities.

Measurable Technical Innovation

Under Tewari's guidance, the company achieved remarkable performance improvements:

User engagement skyrocketed from 842 to 40,000 new weekly users

Total active users increased from 9,122 to 38,035 weekly users

Mobile performance improved by 4.3x and desktop performance by 2x

Speed index decreased by 37% on mobile and 59% on desktop

Accessibility score jumped from 76 to 94%

Business Transformation

Tewari led the flagship product redesign that enabled a 30% increase in membership revenue while maintaining 98% customer retention. His innovative approach:

Streamlined membership tiers from 9 down to 3

Reduced page count by 20% while launching 7 new features

Achieved 100% of target metrics

Industry Leadership

By balancing traditional industry values with modern digital needs, Tewari demonstrated exceptional executive vision. His customer-centric approach incorporated thousands of data points from user feedback, ensuring solutions that resonated with both existing and prospective clients, resulting in 100% customer satisfaction within one week of launch.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other executives in your industry and/or to the nominee's past performance (up to 250 words). Required

Pratyush Tewari demonstrated leadership as Head of User Experience Design at Blue Book Services, orchestrating digital transformations across platforms. His work on BlueBookServices.com resulted in remarkable performance improvements, with mobile performance scores increasing 4.3x and desktop scores doubling. The redesigned website saw user engagement skyrocket from 842 to 40,000 new weekly users and total active users jumping from 9,122 to 38,035 in one week.

For the Blue Book Online Services (BBOS), Tewari led a technological overhaul of the 123-year-old company's flagship product. His implementation of frameworks enabled a 30% increase in membership revenue while maintaining 98% customer retention - a balance achieved through analysis of thousands of customer data points.

Notable Technical Achievements

Performance Optimization: Reduced page load times by 2x across platforms, with mobile speed index decreasing 37% from 14.8s to 9.3s and desktop improving 59% from 5.1s to 2.1s

Accessibility Enhancement: Increased accessibility scores from 76 to 94 (a 23% improvement)

Infrastructure Modernization: Successfully transitioned from .NET to React while upgrading to modern design systems

Streamlined Product Structure: Consolidated subscription plans from 9 to 4 and reduced page count by 20% while adding 7 new features

Conclusion

Tewari's ability to balance technical innovation with user-centered design principles sets him apart from typical executives. While many leaders focus exclusively on technical or aesthetic improvements, Tewari's approach delivered measurable gains across metrics. His achievements demonstrate how strategic UX leadership can impact business outcomes, transforming legacy systems into high-performing digital experiences that drive revenue growth.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Pratyush Tewari's visionary leadership as Head of User Experience Design at Blue Book Services exemplifies excellence in digital transformation. Leading a 123-year-old company through comprehensive digital reinvention, Tewari spearheaded two major initiatives that delivered exceptional business outcomes.

The BlueBookServices.com redesign transformed an outdated website into a powerful business asset. Tewari designed 25 new templates and 75 component blocks, creating a consistent user experience while successfully migrating 17,000 articles. The results were immediate and substantial: user traffic increased from 842 to over 40,000 weekly visitors - a remarkable 4,700% growth. Technical metrics confirm this success with mobile performance scores rising from 9 to 48 and desktop scores from 39 to 80.

For Blue Book Online Services, Tewari's strategic UX overhaul balanced innovation with industry tradition. He successfully upgraded the framework from .Net to React, resulting in 100% faster page load times. This transformation enabled the company to reduce subscription plans from 9 to 4 while increasing membership fees by 30% with 98% customer retention.

Customer success stories published on BlueBookServices.com validate the impact of Tewari's work. Multiple clients including Chenail, CDS, and Canadawide have documented how his user-centered design approach directly improved their operations.

Tewari's leadership demonstrates remarkable ability to translate customer insights into tangible business value. By balancing technological advancement with traditional industry needs, he has created digital experiences that drive revenue growth while maintaining exceptional customer satisfaction - the hallmark of a truly exceptional executive.

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