

# Sashank Vandrangi

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## PROFESSIONAL EXPERIENCE

### Associate Vice President, Product Management

**Mobile Premier League** (leading Indian real money gaming co. valued at \$2.3Bn+)

**Bangalore, IN**  
**Apr'22 - current**

Product lead for 10 games (80%+ of portfolio revenue), delivered 85%+ y-o-y revenue growth (\$130Mn+ ARR) in 2023

- Mentoring 4 PMs across 4 cross-functional game teams to deliver new features across the MPL live portfolio
- Introduced a new core progression and reputation system that led to ~5% inc. in weekly return rate for high rollers
- Optimized central matchmaking and leaderboards to improve weekly spend retention (inc. from ~90% to ~97%)
- Collaborated with legal and PR teams to modify game designs so we can adhere to local regulations in US and IN
- Launched 3-4 new games every 6 months, 2 of them have now scaled to \$25mn+ ARR

Lead product craft responsibilities related to data analysis (standardized A/B testing framework), recruitment, weekly design feedback, and bi-weekly PRD reviews; Coached and mentored 8+ PMs on product management and game design

### Product Manager, Candy Crush Saga King (Activision Blizzard)

**Stockholm, SE**  
**Mar'19 - Mar'22**

1 of 2 PMs focused on the core gameplay experience of Candy Crush Saga (\$1.5 Bn Annual Revenue, 97 Mn MAU)

- Collaborated with multiple teams to craft product strategy and feature roadmap for Candy Crush Saga in 2021 and 2022
- Game Designer and PM on Candy Royale (8%+ monthly revenue uplift), also adapted into Royal Match as Lava Quest
- Optimized 10+ features on a bi-weekly release cadence to drive a sustained 4.5% monthly revenue uplift in 2021

Lead strategic initiatives for senior creative leaders: Focused on product teardowns, game design and design operations

- Assisted creative leads in building the business case on 4 game pitches; across 3 casual game genres. 1 pitch green-lit
- Created a central product insights repository by analyzing 80+ games to identify retention and monetization drivers
- Coached 2-4 incoming product managers and game designers every month in product teardowns and market mapping

### Senior Associate

**Boston Consulting Group** (selected case experiences)

**Mumbai, IN**  
**Aug'16 - Jan'19**

Enabled India's largest footwear co. grow revenue 20% y-o-y by digitizing sales processes and expanding into 12 countries

- Led development on mobile sales app to digitize on-ground sales and run real-time analytics, grew sales 12%
- Co-led 20 member BU over 1 year; designed market-entry strategy and hired partners in 12 countries (BU rev. grew 84%)
- Advised CFO on shareholder return initiatives and M&A strategy; awarded BCG Case Olympics in among 30+ cases

Advised India's most viewed TV network on building a subscription for their ad-supported streaming service (80mn MAU)

Advised PE funds on multiple operational due-diligence assignments across the Media Tech and Pharma space

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## EDUCATION

### B.Tech Mechanical Engineering; M.Tech Product Design Indian Institute of Technology Madras

**Chennai, IN**  
**Jul'11 - Jun'16**

Academic Affairs Secretary, 2016; Elected by 4950 undergraduates; 1 of 3 student members of the Institute Senate  
Institute Career Center Lead 2016; Partnered with 200+ companies to facilitate jobs for 87% of the graduating class  
Awarded Honda Young Engineer & Scientist scholarship 2014 (1 of 14 students annually across 9 IITs)

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## MISCELLANEOUS

Love Board Games. Organized weekly board game nights at King and BCG

Running a monthly Indian game developer meetup in Bangalore focused on game deconstructions

Skills and Tools: SQL, Python, R, Looker, Alteryx, Tableau, Figma