Kavitha Kannan

Product Leader | MVP | G2M | Roadmap | 0-1| ML | IoT | B2B | B2C

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Data-driven, Empathetic Product Leader with 15+ years of end-to-end PM experience and strong skills in 0-1 product strategy, launch, scaling and mentorship.

Led product and community teams at Meeku , grew Zoom Marketplace and Integrations, Zoom Data Analytics platform from 0 to 1 million users and scaled it to support 330 million meeting minutes during the pandemic, and scaled Cisco Smart Grids across the US to support energy-efficient smart cities for millions of users.

STRENGTH

Communication: Spoke at Zoom user conferences, Atlassian user conference and various conferences about Platform, Product Management, Building 0-1 Products with audiences as large as 1000+ contributing to platform visibility.

Leadership: Led cross functional teams as large as 20+ (2020, Zoom Video Communications, Cisco Systems 2015, Meeku.world)

Product Strategy and Execution: At Zoom Marketplace drove the vision from 0 -1 drove first million users and laid out the vision for in-meeting apps and external workflows driving revenue of 20M$

EXPERIENCE

PRODUCT VISION, PRODUCT STRATEGY, TRAINING/MENTORSHIP (RESPONSIBILITIES)

Founder and Head of Product
Meeku.world   *May 2022 - Present*

Led a peer learning platform product for kids where we use technology including Robotics, AI to tackle the challenge of social media addiction among our young ones.

Achievements

- Achieved 40,000 gamified missions and technology based playgrounds enabling peer learning communities , tangible user progress and the efficacy of our interactive learning approach with NPS score of 45+
- 140% surge in student engagement, 75% increase in user satisfaction and 50% improved outcomes.
- Reduced time-to-market by 90% for new features, bolstering competitive edge in meeting user needs.

Responsibilities

- Led **Product Strategy, Vision and Roadmap,P&L** driving iterative processes to identify/refine Product-Market Fit
- Developed **MVP** (minimum variable product) and launched it to beta customers later repositioned from sales led to product led growth, with 100% growth rate MOM
- Conducted **Customer interview** in understanding **customer pain points** of 100's of customers
- Employed a comprehensive **go-to-market strategy** utilizing various channels to target the top, middle, and bottom of the funnel (TOFU, MOFU, BOFU)
- **Defined KPI** to successfully measure signups, engagement rate of active participation across missions

Product Lead
Zoom Video Communications, San Jose, US   *May 2017 - Aug 2021*

Led 3 distinct 0-1 developments at Zoom, including the creation of Zoom Marketplace and Integrations and Zoom Data Analytics Platform

Achievements

- Launched 0-1 products: Spearheaded the growth of Zoom Marketplace from inception to a fully functional platform, achieving an increase from 0 to 2000 apps, 10M+ customers and 100M API Requests
- Drove Zoom's APIs and SDKs to foster innovation, empowering developers to create custom solutions that enhance the platform's capabilities for its first 1M users, enabling millions of Zoom calls per minute
- Achieved 100% Sign-Up Success Rate MOM, 76% App Installation Rate, 50% reduction in developer support costs, 85% App Completion Rates, and Net Revenue exceeding $20M over the past 24 months to assess the performance of the Zoom marketplace with high success and engagement with a NPS of +65
- Drove 15M monetization opportunities through the platform and integrations during its 0-1 by providing developers and vendors avenues for revenue generation through subscription fees, whitelabeling zoom on their platform using pay as you go

Responsibilities

- Led an **cross-functional** 20-member team of Developers, Data Science, Designers , Marketers and Sales
- Created an inspiring **Vision, Strategy, and Roadmap** for Zoom Marketplace and Integrations.
- Oversaw development of Zoom Analytical Platform with partnerships through Integrations with Google Workspace, Microsoft Office 365, Slack, and Trello, Atlassian, DropBox, enabling 200K+ business customers to share files and collaborate seamlessly within Zoom products that drive millions of users per integration.
- **Collaborated** with **cross-functional** stakeholders to develop a Go-to-Market (G2M) strategy, involving launching and creating targeted marketing content, trained Sales team and created a dev advocacy team. .
- Wrote epics, **user stories**, and prioritized them to deliver and achieve our goals.

Product Owner, IOT Devices at Scale
Cisco Systems Inc, San Jose   *Jun 2013 - Jun 2016*

Led Cisco's Smart Grid IoT project, supporting millions of smart grid meters across the US and globally, contributing to energy-efficient cities.

- Led the adoption of User-Centered Design principles at **Agile**, resulting in a 50% reduction in user time on task and delivering Agile's highest quality release to date.
- Successfully implemented Industrial IoT Smart Grid products, leading to a 30% reduction in maintenance costs and a 40% increase in resource utilization

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Product Owner, User flow
Vendavo Inc, Mountain View   *Nov 2011 - May 2013*

Led an entire user flow of dynamic pricing solutions at Vendavo that optimize profitability through data-driven insights enabling smarter pricing decisions and maximizing revenue growth driving 65M in ARR.

Various Technical Lead Roles
Ip Access Ltd, United KIngdom | Nokia Siemens Networks| Keane Inc Bangalore   *Dec 2007 - Jan 2010*

- Led the Design & Development of web based OSS Applications across Network Management Products
- Led and delivered a complete admin suite for Unisys.
- Refined the A/B Testing Strategy for IP access to make it more efficient and created a parallel processing simulator to test their million Access points. Defined the Test Delivery & Traceability framework. Monitored the execution and reporting of the testing program. Managed risks and issues related to delivery and testing and was responsible for executive reporting.

SKILLS
PRODUCT MANAGEMENT SKILLS: Product Strategy and Roadmap, Product VIsion, Execution, GTM, MVP, A/B Testing
TECHNICAL SKILLS: API/SDKs, Product Analytics, Professional MYSQL, Prototyping and Wireframing Tools, JIRA, FIGMA, Aha! Roadmaps, Amplitude, Domo, Google Analytics, Looker, InVision

EDUCATION

Bachelor of Science (B.S.) in Computer Science   **GPA 4.0**
Visvesvaraya Technological University   **Distinction in Computer Science**