

# GOMATHI SUBBIAH

Technical Product Leader | Product Vision | Product Strategy | Product Development | G2M | AR | ML | AI | Mobile App | B2B | B2C | e-Commerce

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Data Driven Technical Product leader with 15+ years of Product Leader Experience specializing in driving growth of direct to consumer channels (DTC), mobile app development, building & leading teams. With an obsession for exceptional customer experience and design, I refuse to settle for just good enough.

**Led 30+ B2C / B2B Direct to Consumer Mobile First Products and 200+ product feature developments throughout my career**, including the Samsung e-Commerce mobile App that generates 30% of Samsung's eCommerce revenue (\$400M) and Samsung Care+ insurance product with \$27M revenue.

Seeking a Product Leader position at where I bring my Product Led Growth, Development & People Leadership experience to support your strategic goals.

## EXPERIENCE

**Samsung Electronics America**, Ridgefield Park, NJ

July 2019 – Present

**Director – Head of Product Growth, Samsung Mobile App, Partnerships, Insights**

Head of Samsung eCommerce Mobile app team of 4 PMs and a **cross-functional team** of 2 PMM, 2 Designers, 2 Analysts, 2 ML/AI & over 30 engineers **overseeing 70+ product feature developments annually**

- Worked with the CEO & EVP of eCommerce to create the **Product Vision** of the **Mobile App** & built the **Product Strategy**. Developed & executed the **go-to-market** plan and increased revenue by 160% (\$400M) in 9 months, surpassing targets by 5X.
- Worked with Samsung Research Labs to use the emerging AI technology to launch an AI shopping assistant driven by Rubicon AI exclusively on the app to a limited loyalist audience, scale to iterate on the content to create a premium shopping experience.
- Identified the main pillars for app growth for Acquisition, Activation, Engagement and Retention, **defined the KPIs** for each of the pillars, executed on the strategy resulting in increasing install base by 30% YoY and engagement by 45% and repeat purchase ratio from 1.2 to 2.3
- Define and manage the **Product Roadmap** and launched a key differentiator shopping feature **Augmented Reality (AR)** & Virtual Try On (VTO) which increased conversion to purchase by 40%
- Executed segmentation of audience with Machine Learning (ML) and AI models and personalized the shopping experience and increased the CTR by 40% and success rate of notifications from 50% - > 95%
- Orchestrated product planning, **voice of the customer**, design experience, user testing, competitive analysis, business model, product roadmap and re-launched the Shopping App in Android & iOS
- Led, managed & coached a team of 32 product managers, engineers and designers, and mentored as next level leaders.

### Head of Product - Samsung Care+, Global Partnerships

Head of a Paid care team of 1 PM, 1 Designer, 1 Analyst and 10 engineers **overseeing 20+ features developments annually**

- Developed the **product vision** and **product strategy** to launch of Samsung Care+ product for B2C customers at point-of-sale (POS) and create a new revenue stream of \$27M annually
- Launched 1.0 **MVP** of Care+ subscription model that created over 500k loyalist customers generating over \$15M ARR
- Conducted user testing, **voice of customer analysis** and A/B tested the product offerings, customer journey (CEJ) & messaging resulting in increasing the attach rate by over 50%
- Drive the **Product Roadmap** to launch **MVP**, write user stories, manage development in agile sprints, faster go to market, launch in US and expand globally.

### Head of Product – Customer Care, Membership Mobile Apps

Head of Product for Customer Care on Samsung.com and Membership Apps leading a team of 2 PM, 3 Designers and 30 engineers **overseeing 20+ product launches and 50+ feature developments annually**.

- Launched 1.0 **MVP** of Digital Service Request on Samsung.com and Membership **Mobile App** which increased customer NPS by 90% and resulted in \$10M in cost savings. Scaled and expanded across all channels (in home, in store, mail in) and across all products with a 100% footprint across all zip codes.
- Created **product strategy and vision** for Product Registration process with a simplified customer journey, automated for Samsung.com purchases, utilizing the eco system of Smart Things, QR Code, Wi-Fi detection and created a single customer view
- Manage **product roadmap, prioritize requirements** and evaluate tradeoffs.
- Built & led a team of 25 product managers, Designers & engineers as a global team supporting web & app channels.

### Samsung Electronics America, Ridgefield Park, NJ

#### Head of Product Strategy (Consulting)

March 2015 – July 2019

Head of a Product team of 30 agency partners, UI/UX and engineers that built Samsung.com B2C experience **overseeing 50+ feature developments annually**

- Created **product vision and strategy** for samsung.com customer experience platform and a global framework for Samsung's unified digital marketing presence across 76 distinct international markets.
- Launched Adobe eco system of CMS & CRM and personalization engine
- Led a cross functional team over 30 product managers, agency partners, Designers and engineers to launch the re platform samsung.com in less than a year.

### Rosetta (Health) Hamilton, NJ

#### Director of Product // Director of Technology

March 2014 – March 2015

Head of a Product team of 5 agency partners, UI/UX and engineers **overseeing 20+ feature developments annually**

- Created **product strategy and vision** of content management solution (CMS) driven mobile apps and website for Otsuka
- Led a cross functional team of product managers, marketing leads and developers to launch a customized **mobile & tablet** applications for Pernix
- Effectively managed timeline and budget – and managed internal as well as client stakeholders

### Citi Bank – Jersey City NJ

June 2008 – March 2014

#### Head of Product - Digital Transformation of Investment Banking

Led 15+ B2B Banking products and 100+ product feature developments

- Worked with the CTO of Investment Banking division to create Product Vision & Strategy for the Digital transformation program. Built a 3 year product roadmap and launched it resulting in 25% operational cost savings.
- Managed \$20M P&L Digital transformation program of Securities & Funds services focused on Middle Office
- Managed \$3M enterprise report migration product roadmap, delivered to business **KPI's** by prioritizing requirements.
- Led & managed a global **cross functional team** of 100+ analysts and engineers

Various Companies

Aug 1998 – Dec 2007

- Product Analyst, Product Manager, Senior PM

## EDUCATION

- M.S, Software Engineering - The University of Texas at Dallas
- Bachelor of Engineering, Computer Science - University of Madras

## SKILLS

Product Management Skills: Product leg Growth, Product Vision, Product Strategy, Mentoring/Training, Go to Market, eCommerce, Mobile App Development