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 Leeader 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.

- 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**

o Created **product strategy and vision** of content management solution (CMS) driven mobile apps and website for Otsuka
o Led a cross functional team of product managers, marketing leads and developers to launch a customized **mobile** & tablet applications for Pernix
o 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