

RAJAT NARAYAN BHUYAN, MBA

Bengaluru, IN ♦ (773)-538-5689 ♦ rnbhuyan@ucdavis.edu ♦ linkedin.com/in/rajat-narayan-bhuyan

PROFILE

Product Marketer, Business Strategist, & STEM MBA with a decade of experience in some of the world's leading multinational companies. Demonstrated success with challenging projects consistently resulting in increased market share and ROI. Seeking a leadership position to fully leverage and merge steeped experience and education.

Skills: Go-to-Market Strategy, Product Launches, Pricing and Packaging, Product Messaging and Positioning, Sales and Partner Enablement, Consumer/Competitive Analytics, A/B Testing, Buyer Persona and Value Proposition Development, Customer Acquisition & Retention, Data Visualization, Market Intelligence, Advanced Data Analysis, Content Strategy and Execution

Leadership: Corporate Strategy, C-Level Presentations, Forecasts, Budgets, Cross Functional Team Management, Innovation

Technologies: Salesforce, HubSpot, Confluence, Asana, SEMrush, Notion, Figma, Qualtrics, Lucid, Google Analytics

EDUCATION

Master of Business Administration (STEM Designated), Business Analytics, Marketing, & Technology, 2018 – 2020

University of California, Davis, Graduate School of Management

- ♦ **Teaching Asst:** Marketing Management, Operational Excellence & Supply Chain Management, Managerial Accounting
- ♦ **Vice-President:** Marketing & Product Management Club
- ♦ **Awards:** Industry Fellowship Award & MBA Merit Fellowship Award

Bachelor of Technology, Mechanical Engineering, Top 1% in Competitive Exam, 2007 – 2011

National Institute of Technology, Rourkela, India

- ♦ **Project Lead:** Led a team of 6 in a National Engineering Competition with 2K+ participants
- ♦ **Overseas Student Mentor** (United States)

PRODUCT MARKETING, BUSINESS STRATEGY, & CONSULTING EXPERIENCE

Senior Product Marketing Manager, Mondoo, Bengaluru, India, 01/2023 – Present

- ♦ Successfully launched two major products in Q1, initiated messaging and positioning for enterprise customers, and executed strategic promotions at events while contributing across content creation, digital marketing, and email marketing.

Product Marketing Manager (Rev AI “ASR” for Voice Applications), Rev, Austin, Texas, 01/2022 – 12/2022

- ♦ Successfully launched **six** new products on global deployment, security, and product enhancements, partnered with product management, engineering, sales, and marketing; identified target buyer persona and developed key value propositions.
- ♦ Spearheaded redesigning packaging & pricing for ASR services to match product enhancement and competitive landscape.
- ♦ Trained SMB and Enterprise global teams on product value propositions, buyer persona-specific messaging, and competitive advantages; researched customer needs and created product roadmap with product and engineering teams.

Senior Analyst, Business & Pricing Strategy, ProfitWell, Boston, Massachusetts, 10/2020 – 12/2021

- ♦ Spearheaded go-to-market strategy, monetization optimization, and product development recommendations for more than 20 clients ranging from early-stage startups to enterprise clients with \$100M+ in revenue such as eBay, GitLab, and Siemens utilizing strong critical thinking acumen enhanced with creativity.
- ♦ Expanded the product portfolio resulting in multiple client acquisitions totaling \$1M of additional revenue within the 1st quarter by overseeing the addition of the “Conjoint” tool project which included structuring product implementation and managing its training across the organization.

Product Marketing & Business Development Manager, Daimler AG, Raipur, India, 09/2017 – 08/2018

- ♦ Formulated strategies to create “New Service Products” from inception through implementation resulting in achieving service products market share growth of 58% YOY (between 2017 & 2018).

Marketing Manager (After Sales Marketing), Tata Motors Ltd., Bhubaneswar, India, 12/2014 – 11/2016

- ♦ Oversaw customer analytics and improved the interface with customers resulting in achieving a Customer Satisfaction Index growth of 9% YOY and service growth market share of 7% YOY.

Associate Marketing Manager (After Sales Marketing), Ashok Leyland Ltd., Bhubaneswar, India, 07/2011 – 12/2014

- ♦ Oversaw the cross-functional team in charge of “Project for Market Revival” which included product positioning, a single point solution, and developing 3 new business units resulting in improving market share by 14% YOY.

MBA Project - Product Marketing Consultant, ABB Group, Zurich, Switzerland, 08/2019 – 12/2019

- ♦ Analyzed competitor's data and formulated an incentive and forecasting model to visualize the marginal ROI of the channel partners which was immediately considered for implementation.

COMMUNITY ENGAGEMENT & ATHLETIC ACHIEVEMENTS

Community Engagement: Rotary Club Member (Eye Hospital for Unprivileged) & National Social Services Member

Athletics: UCD IM Sports Bowling Champion, UCD Cricket Team Captain, State Level Cricket Player, UCD Tennis Team