Raghunandan Bayes
Product Manager

(+91) 92235 88466

raghunandan.bayes@gmail.com | linkedin.com/in/raghunandanbayes

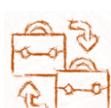| Product Leader	Leading 20+ member team	Cross-industry experience	B2C and B2B2C Products	Built global products	Part of industry-first innovations	Product Compliances
14+ years of Product and Business growth experience	Product Managers, Platform Owners, Design, UAT, User Research and PMO	OTT, Telco, E-commerce, Payments and Device-Graphics processing	Business revenue portfolio of $150Mn+	Customer-first focus enabling cross-border business	Utility bill payments, consumer loans, saved cards, recurring and real-time payment with an exposure to 350M+ users	India's Personal Data Protection, EU's GDPR, South Africa's POPI and Australia's Privacy Act

Professional Experience

SONYLIV | VICE PRESIDENT - HEAD OF PRODUCT
SEP '2020 ONWARDS

o Overseeing product strategy & subscription growth for SonyLIV OTT across 38+ geographies
o Part of SonyLIV 2.0 product launch with 20x business growth in 2 years
o Propelled 10x user growth on subscriptions in India and International for FY '2021
o Improved the user experience reflected through the Playstore rating improvements (3.9 to 4.3)
o Core responsibility includes building Product Vision with Core Value Proposition (CVP), Branding Positioning and Go-To-Market strategy blended with business revenue goals
o Defined and articulated clear product roadmaps and goals – finding the right synergies between user experiences and leadership aspirations
o Hired, coached, inspired and empowered a customer-centric team of 20+ elite product managers focused on resolving user friction and enhancing the user experience
o Launched OTT products in 28+ countries including highly regulated geographies
o Spearheaded 52+ partnerships on B2B2C engagements with diverse integrations like app-to-app, API-based, and SDK. Worked closely with OEMs like Sony, Samsung, MI, Vidaa to launch the affiliate services. Worked on propriety platforms like Roku, Metrological lightning framework, HTML5-based custom platforms
o Enhanced the core experience and propelled growth with Video engineering & Playback experience, User management, Viewership, Publishing workflow optimization, Search & discovery optimization, User engagement, Retention and Win-backs
o Liaised with Engineering, Business, Customer support, Legal, Compliance and Taxation teams to achieve the strategic goals

DISNEY+ HOTSTAR | ASSOCIATE DIRECTOR - PRODUCT
MAY '2019 – '2020

o Championed the product growth (acquisition, payment conversion & engagement) with a focal on enhancing user experience
o Launched products & services globally – India, UK, EU Canada and US
o Led OTT product with exposure to 250Mn+ customers and was responsible for end-to-end customer lifecycle including acquisition, landing page, sign-up funnel, discovery, selection, checkout, payments, conversion, promotions, retention, settlements with reconciliations
o Managed a diverse portfolio of 12+ payment methods, processing close to 30Mn+ transactions yearly
o 2x growth with customer acquisition with improved payments conversion and 3x faster checkout experience
o Ownership of feature authorization and user stories, feature mapping, acceptance criteria for product success
o As a group product leader, was responsible for ideating, experimenting, prioritizing, building and marketing new products in the OTT market
o Launched a series of newly enhanced products, with improved usability, and value-added features
o Played a vital role in analyzing the competitive landscape with surveys in the top markets to identify addressable growth, improvements and monetizable opportunities
o Built and maintained strong relationships with FinTech companies, Banks alliances, Payment partners and Regulators to deliver tailored experiences on Digital Instruments, Gift Cards, Coupons, Wallets, UPI and Offline payments to drive business growth. Went the extra mile to solve for users who are new to digital payments
o Recruiting and training new team members with a focus on hiring and developing the best

AMAZON | SENIOR PRODUCT MANAGER - PAYMENTS, 3P FEES AND MONETIZATION
JUN '2015 – MAY '2019

- Ensured smooth processing of close to 1Bn+ secured online transactions, maintained software platform sanity, advocated for customer experience and drove product improvements to resolve payments frictions as part of Amazon Pay & Seller Support teams
- Strategized the Seller fee structures, modelled the selection economics for different fulfilment channels and monetized the opportunities for additional revenue keeping the selection viable for business
- Built and scaled payments stack for India with the reliability of 99.9%+ and best-in-class payment success rates of 92%+ in the industry
- Built Amazon pay as an ecosystem with Amazon checkout, improving order checkout rate by 2.3%. Partnered in building and promoting the Amazon Pay wallet with early adoption of 5Mn+ users
- Achieved outstanding refund success rate of 99.5%+ with improved TAT on refund settlements (T+7 to T+2)
- Partnered with internal customers to identify points of friction and built business cases to improve the customer experience. Managed and executed end-to-end projects or components of large projects from start to finish including data gathering and modelling, problem-solving, experimentation, communication of insights, building recommendations, drafting business plans - BRDs/ORDs/TRDs/ARDs, execution plans, schedules, milestones, success metrics and go-to-market plans
- Complete ownership on regulatory compliances like GST and TCS - both for Sellers and Buyers, securing revenues of $70Mn yearly
- Facilitated end-to-end onboarding - payments and fees for new affiliate business launch WW. Analyzed and enhanced the CX from an affordability standpoint and crafted new payment instruments on an ecommerce platform (both issuance and acceptance)
- Identified and advocated (with data and financial justification) on potential projects to improve Customer and Seller pain points with cross-functional teams (WW) including tech, legal, finance, category, logistics and customer service
- Uncovered areas of opportunities with business recommendations on pricing and monetization

NVIDIA | TECHNICAL PROGRAM MANAGER – ANDROID SHIELD (TEGRA) AND G-FORCE
MAR '2013 – JUN '2015

- Led programs in mobile and GPU units as a technical program manager for the Android Shield family and G-force graphics processing
- Shipped early Tegra devices on Android I, J and K versions on consumer handheld, connected TVs and automotive
- Managed multiple markets, customer and partner driven projects especially for Tegra business. Management of complete SDLC and end to end responsibility of software product delivery
- Managed the portfolio of projects - Drafted project plans, schedules, milestones and deliverables in accordance with the delivery/production timelines. Worked closely with cross-functional teams across the globe - executed projects closely with Management, Product, Engineering and Customer engagement teams to identify and track feature enhancement requests & bugs, evaluate for any timely change in scope, resolve other technical and logistic issues and gauge periodic progress. Continual risk evaluation and implementation of risk management plans. Planned and executed the final releases to intended customers/partners
- Provided up-to-date, accurate, meaningful reporting of project status, resource capacity, and costs. Worked with customer documentation team to prepare final customer shippable reports on KPIs, features and important issues

TATA DOCOMO (TATA COMMUNICATIONS) | PROGRAM MANAGER – ENTERPRISE BUSINESS
AUG '2009 – FEB '2013

- End-to-end responsibility for project planning and deployment of telecom solutions especially for Enterprise customers. Facilitated projects on products like wireless desk phones, V-Data, CMO, Mobile handsets, BRIs, PRIs, EPABX, Standard wireline, Centrex solutions, MPLS, NPLS, P2P links
- Responsible for the end-to-end rollout of all terrestrial Voice and Data projects
- Gathered project requirements from customers and Business Managers. Crafted feasible solutions with available infrastructure and resources. Worked on discrete schedules, project costing and project plans encompassing KPIs like Time, Cost and Quality
- Scheduled regular project reviews with customer PMs to capture deviations and highlight any major concerns/risks to stakeholders. Analyzed customer feedback and devised project improvement plans. Placed last-mile orders with partner service providers
- Customer Relationship Management: Enhanced business in existing accounts
- Analyzed order bookings, CAPEX, revenue flow, OB to cash ratio, circle performance and similar Business stats
- Identified flaws in the processes and rectified them with the six-sigma approach

Academia and Attainments

- BTECH – E & Tc from College of Engineering, Pune (University topper) in 2009
- Contact Hours from Indian Institute of Management, Kozhikode (IIMK) in 2014

- Sponsored projects on Parallel Computing on Cryptanalysis and Cryptography on a renowned supercomputer at CRL (Computational laboratory of India) and a low-cost prototype of the product MIMIO, a Digi-Sketching Framework by MIT, USA
- ISO and Six-sigma certifications and mentorships

I hereby declare that above-elucidated information is replete and true to the best of my knowledge