

VAIBHAV SRIVASTAVA

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SUMMARY

Senior Product Manager with 17 years of experience driving AI-powered product innovation and growth across global B2B markets. Skilled in market and competitor analysis, forecasting, and GTM strategy to identify trends, assess penetration, and guide resource allocation. Adept at bridging Market Research, Data science, Engineering, and Business strategy to deliver customer-centric AI solutions and actionable market insights. Holds an MBA from IIM Lucknow in Marketing & Strategy.

EXPERIENCE

Dell Technologies – AI Product Manager

Mar 2015 - Present

- **Market Research & Forecasting:** Conducted in-depth market and competitor analysis across APJ, developed revenue forecasts, and provided data-backed recommendations to leadership for GTM strategy and resource allocation, ensuring product positioning aligned with evolving buyer behavior.
- **AI Product Strategy & Development:** Directed end-to-end strategy for an AI-powered lead selection engine, deploying predictive account scoring algorithms and Product-Led Growth (PLG) frameworks that boosted qualified lead generation by 20%+ across APJ markets, supported by market and competitor analysis to identify buyer trends and optimize targeting.
- **Cross-Functional Product Leadership:** Unified Sales, RevOps, and GTM teams through revenue alignment, marketing automation, and campaign orchestration, presenting market insights and forecasts to guide strategy, improve lead acceptance rates, and accelerate pipeline velocity.
- **Data-Driven Product Management:** Built product feedback loops by integrating real-time performance data with recommendation algorithms, leveraging SQL, Python, and Power BI dashboards to enable continuous model refinement via buyer intent analysis, revenue attribution, and market performance tracking.
- **Regional Product Customization:** Shaped AI-driven marketing strategies grounded in Account-Based Marketing (ABM), tailoring scoring models to APJ buyer behaviours, incorporating regional market penetration assessments, and establishing thought leadership in AI-powered demand generation.

Tata Consultancy Services – Technical Product Consultant

Sep 2007 – Mar 2014

- **Technical Product Leadership:** Progressed from Java developer to technical product sales leader, building expertise across the enterprise software development lifecycle and shaping client-facing product strategy for Microsoft SharePoint solutions.
- **Solution Architecture & Product Consulting:** Directed solution architecture and technical consulting for SharePoint implementations across mid-market and enterprise clients, translating platform capabilities into tailored product solutions aligned with diverse business use cases.
- **Product Adoption & GTM Enablement:** Accelerated product adoption through customer engagement programs, product demonstrations, proof-of-concepts, and technical workshops, driving year-over-year platform uptake growth and strengthening client retention.
- **Cross-Functional Sales Collaboration:** Partnered with sales teams on deal strategy and RFP responses, bridging technical product expertise with business stakeholder communication to influence revenue outcomes and scale go-to-market execution.

EDUCATION

MBA Marketing,
Indian Institute of Management (IIM) Lucknow
Mar 2014- Mar 2015

B.Tech Information Technology,
SAASTRA University, Thanjavur
Mar 2003 – Mar 2007