

Vignesh Venkatasubramani

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EDUCATION

MS in Engineering Management, Northeastern University, Boston || GPA: 3.75

September 2023 - May 2025

Coursework: Probability & Statistics, Operational Research, Digital Product Design, Data Management for Analytics, Supply Chain.

Bachelor of Electrical & Electronics Engineering, Anna University, India || GPA: 3.42

September 2017- June 2021

EXPERIENCE

Advanced Energy

September 2024 – January 2025

Product Marketing Intern

Boston, MA

- Integrated 6 product lines into the Pricebook 2.0 SKU by implementing product mapping with VLOOKUP functions with a new power wattage categorization, enabling improved revenue forecasting for 2025–2027.
- Recommended 60% decrease in MOQ by calculating Turns Ratio for Part Numbers grouped by product families using Salesforce POS.
- Drafted a product roadmap using insights from 750 Voice of Customer (VOC) data points and Kano Model analysis for 3 product lines.
- Analyzed sales data for SL Power product line to identify slow-moving products, categorizing 650+ SKUs into different strategic tiers.

L&T Infotech

August 2021 - July 2023

Application Business Analyst

Chennai, India

- Executed 2000+ monthly MySQL queries with Navicat to troubleshoot technical issues, resulting in a 19.5% surge in customer rating.
- Deployed over 250 ServiceNow deployment requests monthly by the dev team on the respective environment's Apache web servers.
- Prioritized Jira tickets and user stories in the scrum meeting to actively manage issues and minimize production downtime by 72%.
- Gathered project requirements from stakeholders and assisted in sprint planning and execution of the 3 successful SaaS products.
- Cross-functionally developed a form using PHP & JS, leveraging version control to streamline and reduce deployment time by 38%.

Warrior Chess Academy

January 2020 - August 2023

Head of Product Manager / Co-Founder

Chennai, India

- Established a 550+ student base chess academy and implemented a go-to-market strategy leading to a 35% annual growth YoY.
- Tracked 210 student records to generate weekly performance reports for the Talent Development Program using Office Suite tools.
- Conducted financial modeling & analysis using PowerBI, including Cost/benefit analysis, to improve 30% cost-revenue profit margin.
- Implemented budgeting and invoice management, incorporating Customer Acquisition Cost (CAC) analysis, to ensure efficient resource allocation for achieving a 15% profit margin quarterly.
- Organized 25+ virtual community outreach to improve Net Promoter Score (NPS) by 43% enhancing the academy's online branding.

ACADEMIC PROJECTS

Smart Basket Billing System

- Led an end-to-end strategic initiative with a team of 4 to develop the product roadmap to launch an RFID-based shopping basket.
- Employed RFID readers in shopping carts for billing automation, contributing to a 60% increase in customer satisfaction rating.

UniPlay - Connect | Play | SkillUp

- Designed an intuitive Balsamiq user experience wireframe workflow ensuring a user-centric design approach and secured a runner-up position in a competitive product management class for the Product Requirement Document (PRD) deck among 20 teams.
- Presented a comprehensive Market Requirements Document (MRD) by analyzing over 50 customer interviews to identify key user needs, pain points, and user personas, enhancing the understanding of market demands through a thorough competitor analysis.

SKILLS

Technical Skill SQL, Python, Smartsheet, Advanced Excel, MS Project, Agile Project Management, Scrum, XML, JavaScript.

Tools Navicat, Power BI, Tableau, Service Now, Jira, ServiceDesk, Git, Confluence, Microsoft Office (Word, PowerPoint), Trello.

Business Functional Business Requirements Gathering, Business Process Modeling, Root Cause Analysis, Cost/Benefits Analysis, Risk Analysis, Product Requirement Document, Resource allocation, Market Analysis, Market Requirement Document, Incident Management.

LEADERSHIP ACTIVITIES

- Planning Board Member - Northeastern University Project Management (NUPM) Student Organization. [November 2023 - April 2024]
- VP Community Manager - Aspiring Product Manager Club (APMC) at Northeastern University. [November 2023 - April 2024]
- Awarded Leadership Certificate from Graduate Leadership Institute (GLI) from Northeastern University. [April 2024]
- Secured 100% scholarship during high school for leading the team to secure a bronze medal in the all-India Chess Championship.
- Instructional Assistant (IA) - Supported classroom technology to assist faculty with hybrid teaching using Canvas, Zoom, and AV equipment, ensuring smooth in-person and remote learning experiences. [September 2023 – Present]