

# AASTHA DHAMIJA

Product Management & Strategy | MSIS, MBA, BS

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6+ years of experience with cross-functional teams in the areas of product management, business analysis, solution design, program management, business development, and partner network enablement. A certified design thinking professional adept at working backwards from customer pain points to prioritize product/service roadmap. Aiming to further my career in product leadership roles and key strengths include:

- **Product Management** - Requirements Gathering, BRD, Strategy, PMO, Change Management, Design Thinking, Data Visualization, Agile
- **Cyber Security** - GDPR, Cloud Computing, Risk Management, Privacy, Network Security, Incident Response, Disaster Recovery, IAM
- **Sales & Marketing** - Go-to-Market Strategy, Business Development, Presales, Storytelling, Proposal Writing, Market Research
- **Tools** – SQL, Tableau, Wireshark, VirtualBox, KALI Linux, JIRA, Advanced MS Office (Including Visio, Project, Excel, Access)
- **Soft Skills** – Problem Solving, Critical Thinking, Excellent Communication (written, verbal and presentation) and Interpersonal skills

## EDUCATION

### MS, INFORMATION SYSTEMS (CYBERSECURITY)

GPA 3.9 (on 4) | Mar 2019 – Dec 2020

Seattle Pacific University

- Analyzed **GDPR compliance** for cloud computing, focused on IaaS providers along with deep dive into AWS and Azure functionalities
- Proposed a **Quantitative Risk Assessment** Method for DevSecOps, Integrating cyber risk into current software delivery models

### MBA (MARKETING & MIS) + BS (ELECTRONICS & COMMUNICATION) – Dual Degree

GPA 8.9 (on 10) | July 2008 – Mar 2013

Jaypee Institute of Information Technology

- **Interned at IBM**, documented SOPs of critical processes followed by their Telecommunication Governance and Compliance team

## EXPERIENCE

### PRODUCT MANAGER

Seattle, USA | Jan 2020 – Present

Seattle Data Science Alliance

- Managed a **Facial Recognition Product** with UW Engineering team for a large local Credit Union. Developed **product roadmap, BRD, user personas and use cases**
- Led a **security process audit** for City of Covington, WA (hardware, software, network) using **NIST risk management** framework

### PRODUCT MANAGEMENT & EMPLOYER RELATIONS – Graduate Intern

Seattle, USA | Aug 2019 – Present

Seattle Pacific University

- Built a **ML product** for SPU Career Centre to predict factors correlating students' final employment status. Responsible for **customer discovery, requirement documentation, demos and product adoption roadmap**
- Managing **150+ employer** partner network and organized multiple career events with 90+ employers in attendance

### BUSINESS & STRATEGY DEVELOPMENT MANAGER

Delhi, India | Oct 2016 – Feb 2019

Data Security Council of India

- Led customer discovery and designed value propositions for successfully closing **15+ customers**
- **Secured contracts worth INR 400M+ (\$20M - PPP adjusted)** with distinguished government departments and industry leaders like Google, Microsoft, Target, etc. **Exceeded sales quota by 200%** after my first year in role
- Formulated the concept of **state-level cybersecurity Centre of Excellence (CoE)** and its go-to-market strategy roadmap
- **Conceptualized, budgeted and launched** a 3-year cybersecurity industry development roadmap as part of core leadership
- Launched an industry-wide **'Women in Cybersecurity'** initiative at national level
- **Established a distinct BDM function**, monetizing an otherwise donation driven culture
- Conducted **design thinking sessions for enhancing customer experience** at India's largest cybersecurity conference
- Collaborated with **cross functional teams** – technical, marketing and events to drive delivery of critical projects

### SENIOR BUSINESS ASSOCIATE – LEADERSHIP PROGRAM

Delhi, India | Apr 2013 – Oct 2016

NIIT Technologies

- Conceptualized & launched org wide initiative of collecting **100+ client success stories**, for global sales enablement
- Led **30+ deals** in digital transformation & application space for global verticals
- Led **product strategy** and direction for a dealer management product in automotive vertical
- Refined bid management processes and templates resulting in an **increased bid-to-win ratio by 8%**
- **Won the 'Inspire' award** for exemplary performance as a bid manager and creating novel value propositions
- Designed the framework, go-to-market and team setup for a new service offering of **organizational change management**
- Restructured program management office for a focused vertical resulting in **12%+ gross margin growth** in less than a year