Abhay M. Sawhney

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US citizen, fully work authorized.

PRODUCT MARKETING MANAGER

Product Marketing Manager blending deep technical fluency in cloud, media, and AI with a passion for human-centered design. Proven track record of leading go-to-market efforts and customer-facing UX, driving adoption, reducing support costs, and shaping product messaging used across partner teams. Recognized consistently for building positive, supportive team culture and collaborating in-person.

SKILLS

Product: Roadmaps | Lifecycles | Data-driven decisions | Prioritization | Experimentation | OKRs

Design: Human-Centered Design | Customer Research | User Journey Mapping | Figma | AI Prototyping

Technology: Cloud | AI | Storage | Machine Learning | Networking | PowerBI | Kubernetes | C++ | Python

Marketing: Growth strategy | Go-to-market | Community Building | Public Speaking | Event Organization

Business: Systems Thinking | Data-Driven Decisions | Stakeholder Management | Cross-functional Collaboration

EXPERIENCE

MICROSOFT (Azure Portal), Seattle, WA   **Jan 2021 – July 2025**
UX Product Manager
Led product marketing strategy and go-to-market execution for Azure Storage and Networking. Partnered with design, engineering, and comms to deliver scalable, customer-centric experiences that improve usability, increase adoption, and reduce support costs.

- Launched File Sync Copilot, an AI-powered troubleshooting assistant, combining UX innovation with customer pain point analysis and reduce support tickets by 20%.
- Drove go-to-market for Elastic SAN, tripling deployments from 375 TB to 1.2 PB in 3 months.
- Created annotated product demo videos used by VPs and PMs org-wide to communicate roadmap impact and feature value, improving executive alignment and cross-team buy-in.
- Streamlined roadmap planning across storage teams by building shared ADO templates/queries and cross-org communications, reducing backlog churn and saving 3 weeks of team bandwidth every semester.
- Led Networking UX standardization for 100+ extensions behind a shared framework, navigating conflict through cross-team alignment and iterative design proposals adopted across the Portal.
- Represented Azure at expert customer conferences like MVP Summit and Microsoft Ignite, sharing early designs, gathering direct feedback, and using those insights to inform feature prioritization and experience improvements.
- Awarded the "Nonprofit Champion" badge for spearheading philanthropic initiatives, organizing Give Month campaigns that raised $500K+ for children's hospitals and housing equity, with recognition from VP leadership for cultural impact.

AUTOMATION ANYWHERE, San Jose, CA   **June 2019 – March 2020**
Product Marketing Intern
Drove developer engagement and ecosystem growth through targeted community building, regional event strategy, and technical marketing to expand platform adoption.
- Defined our developer marketing strategy from scratch and presented a scalable growth plan to the CEO and executive team, influencing leadership's decision to invest in global developer programs.
- Scaled developer ecosystem organically, growing from 300 to 2500+ developers deploying on our platform. Partnered with product and sales teams to support new docs and community onboarding flows.
- Launched meetups to grow the community in 32 cities, tailoring campaign strategies for each region.
- Led our booth at Oracle Code One and hosted a hands-on workshop at UC Davis with 60+ students.

SCIENAPTIC SYSTEMS, New York City   **June – Sept 2018**
Machine Learning Intern
Identified pain points of Big 4 credit card firm. Built an ML model that cut their credit losses by 30%.
- Led end-to-end model development using Python, pandas, scikit-learn, and TensorFlow to create credit risk scoring models tailored to cardholder behavior.
- Learned firsthand how to apply data science and AI to high-stakes financial decision-making, balancing model accuracy and interpretability with regulatory and business constraints.

ZURICH INSURANCE NORTH AMERICA, Schaumburg, IL   **June – Sept 2017**
Business Change & IT Intern
Delivered Proof of Concept for new Hadoop architecture with supporting documentation, enabling a modern data lake infrastructure with cost-saving potential exceeding $1M annually.

AUTHBRIDGE RESEARCH SERVICES, Delhi, India   **June – July 2016**
Full Stack Development Intern
Built website with MySQL/PHP to replace Excel-based recordkeeping, reducing manual data entry by 60%.

LEANOPSYS BUSINESS CONSULTANTS, Delhi, India   **June – Sept 2015**
Web Design & Content Intern
Redesigned company website with custom CSS and rewrote content for SEO, increasing website traffic by 80%.

EDUCATION

Master of Science (M.S.) in **Human Centered Design & Engineering**   Class of 2027
University of Washington, Seattle
- Part-time student, 3.9 GPA. A's in *User-Centered Design*, *Usability Studies,* and *Accessibility*
- Led a user-centered study and evaluation of Viome's health app and presented prioritized UX recommendations to their leadership team.
- Co-designed virtual meeting enhancements with a hard-of-hearing participant, exploring AI captioning, visual cues, and feedback features to help them with equitable participation in hybrid work settings.

Bachelor of Science (B.S.) in **Computer Science** & **Tech Management**   Class of 2020
University of California, Davis
- Events Chair of CS club, "Byte" (mentor) for 6 CS club members. Tutor in CS Department
- A in *Artificial Intelligence*, *Machine Learning*, *Computer Vision*, and *Computational Cognitive Neuroscience*