**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*