Abhiroop Somisetty, CSPO®

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EDUCATION

University of Illinois Urbana-Champaign, Gies College of Business *Champaign, IL*
Master of Science in Technology Management *4.0 GPA | August 2025*

SRM Institute of Science and Technology *Chennai, India*
Bachelor of Technology *83% | June 2021*

PROFESSIONAL EXPERIENCE

Vendor Hub (Startup at U of I) *Champaign, IL*
Founder *Oct 2024-Present*
- Built and launched a credit-enabled B2B marketplace for SME procurement, reducing supplier sourcing time by **35%** and unlocking access to a **$3.1B** underserved segment
- Conducted **20+** SME interviews across manufacturers to validate procurement pain points and map onboarding flows
- Developed predictive vendor scoring using fulfillment patterns and transaction history, increasing supplier match success by **40%** and informing credit eligibility signals
- Modeled behavior-based credit tiers across 3 SME segments to forecast $50K+ monthly purchasing ROI and support lender decision-making

Infosys Ltd. (Deputed at Microsoft Corporation) *Chennai, India*
Product Analyst (Microsoft's Quoting Application) *Oct 2021 - Aug 2024*
- Delivered pricing workflow enhancements on a quoting platform used by **50K+** partners, lifting quote-to-order conversion by **9%** and increasing deal velocity across Microsoft cloud products
- Built Amplitude + KQL funnels to identify **28%** drop-off in mid-funnel quoting, triggering UX updates that reduced abandonment to **6%** and improved partner satisfaction scores
- Modernized composite usage metrics and real-time dashboards in Power BI, enabling GTM teams to target high-potential partners, increasing quoting tool usage by 18% and accelerating deal velocity by **11%**
- Aligned with GTM and pricing to design tiered discount frameworks, boosting Azure license utilization from 73% to **87%** and contributing **$20M** in additional cloud adoption
- Analyzed 100k+ chatbot interactions and user telemetry to identify friction points; implemented UX changes that improved self-service quote resolution rate by **13%** and cut support tickets by **11%**

Hash Hack Code Ltd. *Chennai, India*
Product Consultant *Feb 2023 - Aug 2024*
- Devised a product strategy for a neurodiverse learning platform, leading initiatives that increased engagement by **22%**
- Conducted **30+** user interviews and retention analysis, uncovering **30%** drop-off within 10 minutes to reshape onboarding
- Tested accessibility with therapists across 2 school systems, refining deployment for **120+** neurodiverse learners
- Created Journey Maps and feedback loops to prioritize **5** key updates on onboarding and dashboard UX
- Led **3** A/B tests on onboarding copy and flow; boosted activation rate by **21%** and reduced time-to-first-session by **17%**

PROJECTS

Reliabl: AI-Powered B2B Marketplace for Fresh Produce (Product Hackathon Finalist)
- Spearheaded an AI-powered reliability scores to help retailers assess suppliers via delivery patterns and transaction history
- Built a clickable MVP, showcasing smart ordering, composite scoring, and a user-friendly procurement workflow

FinBright – Financial Literacy App for the Underserved
- Designed mobile-first inclusion platform to onboard unbanked users; implemented multilingual UX and financial literacy modules, improving account sign-up intent by 27% in pilot testing

LEADERSHIP AND EXTRACURRICULARS

FACES Consulting: Selected as Star Consultant at FACES Consulting; led strategy development for a deep tech client, supporting successful partnership negotiations through detailed market and competitor analysis

Elevator Pitch Competition: Won first place in the University wide elevator pitch competition conducted the Career Center at the University of Illinois at Urbana-Champaign

Presented at Cozad New Venture Challenge Demo Day: Co-developed and pitched a retail-focused B2B marketplace platform, addressing procurement inefficiencies and supplier discovery challenges to various judges and investors

SKILLS & CERTIFICATIONS

Certifications: Software Product Management Specialization (University of Alberta), AI for Product Management – Pendo, Business Analysis **(PMI)**, Data Analytics **(NASBA), Certified Scrum Product Owner (CSPO by Scrum Alliance)**
Programming and Tools: SQL/KQL, Python, HTML, CSS, Amplitude, Power BI, Asana, Jira, Confluence, Figma
Technical Skills: Product Strategy, UX Optimization, Risk Scoring Framework, AI Workflows, A/B Testing, Agile Scrum