

Abhiroop Somisetty, CSPO®

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EDUCATION

University of Illinois Urbana-Champaign, Gies College of Business
Master of Science in Technology Management

Champaign, IL
4.0 GPA | August 2025

SRM Institute of Science and Technology
Bachelor of Technology

Kattankulathur, India
83% | June 2021

PROFESSIONAL EXPERIENCE

Vendor Hub (Incubated Startup at U of I)
CEO / Founder

Champaign, IL
Oct 2024-Present

- Defined the product vision and roadmap for a global B2B marketplace targeting SMEs, prioritizing features such as a points-based supplier rating system to enhance trust and transparency between buyers and suppliers
- Conducted market research to uncover supplier-buyer pain points, crafting a differentiation strategy to drive adoption
- Developed a comprehensive credit cycle that accommodates for micro small enterprises buy on credit from raw material suppliers
- Building a continuous monitoring protocols and automated alerts that rate buyers based on their credit score
- Generated actionable insights through detailed credit risk reports, enabling strategic adjustments to financing policies that enhanced overall platform performance
- Presented the Vendor Hub concept at the Cozad Challenge, highlighting its integrated approach to streamline SME procurement with AI supplier matching, a credit cycle system, and a trust rating

Infosys Ltd. (Deputed at Microsoft Corporation)
Business Analyst (Strategy for Product Launch)

Chennai, India
Oct 2021 - Aug 2024

- Spearheaded the design and launch of a comprehensive concession framework for Microsoft Azure and Dynamics 365 discount programs using a SKU-level discounting model, driving a 20% increase in license renewals
- Leveraged analysis of revenue impact per SKU to refine margins and optimize the pricing strategy, driving measurable improvements in license renewal rates
- Restructured the concession framework after identifying key pain points, ensuring strict adherence to empowerment levels and standardized SKU-level discount applications
- Utilized Power BI and Excel to build detailed dashboards that pinpointed inefficiencies in license utilization, driving targeted pricing adjustments and enhancing operational performance
- Collaborated with Product Managers and Business Strategy teams to implement a rule engine framework integrating key guidelines for Azure Commitment Discounts and the Copilot for Sales Transition Offer

Hash Hack Code Ltd.

Product Consultant

Chennai, India
Feb 2023 - Aug 2024

- Led the development of a personalized reward-based progression system for a gamified educational platform, enhancing user engagement by 19% through adaptive difficulty levels, badge achievements, and a virtual reward store
- Collaborated with multidisciplinary teams, including therapists, special needs teachers, and parents, to design client-centric solutions that improved accessibility and usability for neurodiverse learners
- Conducted extensive user research (UI / UX) through interviews and journey mapping, leading to enhancements that addressed root-cause pain points and streamlined user experience
- Benchmarked features against competitors in the EdTech space, identifying opportunities to optimize adoption rates and reduce support tickets by 12%

ACTIVITIES AND LEADERSHIP

FACES Consulting (University of Illinois Urbana-Champaign)

Consultant

Champaign, IL
Oct 2024 - Present

- Analyzed the USV market, identified a high-growth coastal surveillance niche, and developed a partnership-based entry plan, projecting a 20% revenue increase over two years
- Mapped the USV ecosystem, pinpointed key technology partners, and established collaborations, reducing product development time by six months
- Assessed competitor offerings, identified a demand for cost-effective, modular USVs in defense, and recommended scalable product designs, aiming for a 15% market share growth within 18 months

SKILLS AND CERTIFICATIONS

Technical Skills: Excel, Power BI (Data Visualization, Interactive Dashboard), JIRA, Asana, Figma, Microsoft Suite, PySpark, Data Cleansing and Transformation (MS Access), Azure Data Pipelines, Customer/User Research, UI / UX, Google AI Studio

Programming: SQL, Access, Python, Tableau

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)**