Abhiroop Somisetty

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EDUCATION

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

SRM Institute of Science and Technology   *Kattankulathur, India*
Bachelor of Technology   *June 2021*

PROFESSIONAL EXPERIENCE

Infosys Ltd. (Deputed at Microsoft Corporation)   *Chennai, India*
Business Analyst (Strategy for Product Launch)   *Oct 2021-Aug 2024*

- Led end-to-end product strategy and development for Microsoft's AI-powered CoPilot integration, achieving a 25% increase in adoption through effective stakeholder collaboration
- Conducted competitive landscape analysis and user behavior research to influence product roadmaps, enhancing client engagement
- Delivered actionable insights using Power BI and Excel on license utilization rates, enabling data-driven decisions to improve operational efficiency and reduce costs
- Established feedback loops with stakeholders, iterating on product features to address user needs and improve satisfaction metrics
- Coordinated cross-functional teams to ensure seamless integration of AI features, driving higher client engagement and usability
- Developed a flexible and competitive pricing framework, including SKU-level discounts, Azure Commitment Discounts (ACD), and Savings Plan Discounts (SPD), to enhance client affordability and drive adoption
- Designed a comprehensive pricing strategy integrating SKU-level, commitment-based, and savings plan discounts to drive customer adoption of Azure and enhance affordability

Hash Hack Code   *Chennai, India*
Consultant   *Feb 2023-August 2024*

- Spearheaded 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 through interviews and journey mapping, leading to enhancements that addressed root-cause pain points and streamlined user experience
- Designed, tested, and iterated wireframes and prototypes using Figma, ensuring intuitive navigation and inclusivity
- Benchmarked features against competitors in the EdTech space, identifying opportunities to optimize adoption rates and reduce support tickets by 12%
- Aligned product roadmap with organizational goals, utilizing data-driven prioritization frameworks to guide iterative improvements

Merkle Sokrati   *Pune, India*
Associate Business Analyst Intern   *July 2021-September 2021*

- Developed insights from quantitative data analysis to optimize client marketing strategies, increasing campaign engagement by 20%
- Managed $10,000 ad budgets with a focus on measurable ROI, presenting recommendations to stakeholders for performance enhancement

ACTIVITIES AND LEADERSHIP

Vendor Hub (Project)   *Champaign, IL*
Project Lead   *October 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

PROGRAMS AND SKILLS

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, Asana, Figma
Programming: SQL, Access, Python

CERTIFICATIONS

- Certified in Software Product Management Specialization by the University of Alberta.
- Certified Scrum Product Owner (CSPO by Scrum Alliance)
- Reforge Product Strategy program
- AI for Product Management - Pendo