

## Contact

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abhilashmekala (LinkedIn)

## Top Skills

Product Development  
Product Management  
Agile Methodologies

## Languages

English

## Certifications

Growth Series  
Certified Scrum Master  
Cloud Computing Professional

# Abhilash Mekala

Product, Ads experience. Ex-Meta, Ex-Uber  
San Francisco, California, United States

## Summary

Product Roadmaps, product positioning, go-to-market activities,  
Product launch, marketing strategy and research

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## Experience

### Walmart Connect

Product Leader - Ads Experience  
August 2022 - Present (9 months)  
United States

Ads experience, carousel Ads, video ads, dynamic ads.

### Meta

Product Lead, Ads Experience  
February 2020 - March 2022 (2 years 2 months)  
San Francisco Bay Area

Ads Platform, Ads Manager

### Wonolo

Director of Product Management  
2019 - 2020 (1 year)  
San Francisco Bay Area

### Uber

Senior Product Manager  
January 2017 - July 2019 (2 years 7 months)  
San Francisco Bay Area

### MicroStrategy

Group Product Manager  
2016 - 2017 (1 year)  
Washington D.C. Metro Area

### Sage

Senior Manager, Product

2014 - 2016 (2 years)  
Washington D.C. Metro Area

## Micron Technology

6 years

### Senior Program Manager

2010 - 2014 (4 years)

Washington D.C. Metro Area

- # Improved "Time to Market" metrics of new memory Products by 11% resulting in \$16 million capital avoidance across US and Asia
- # Responsible for program success metrics like program efficiency, delivery capability index, stakeholder satisfaction index
- # Studied software-as-a-service (SaaS) vendors in the area of cloud enabled Project Management applications.
- # Performed empirical cost analysis comparing on-premise deployment vs cloud deployment models
- # Project Manager for deploying business intelligence tools

### Planning Engineer

2008 - January 2010 (2 years)

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- # Project Manager for several engineering projects
- # Managed new product technology transfer and product readiness to mass manufacturing.
- # Responsible for capacity planning of a product portfolio consisting of 13 memory products.
- # Managed customer expectations to fulfill capital, product capacity and delivery timelines

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## Education

Cornell University - Johnson Graduate School of Management  
Executive Education, Strategic Marketing Management

### Clemson University

Master's degree, Industrial Engineering

### Osmania University

Bachelor's degree, Industrial Engineering