

# Piyush Kumar

Product Management and Marketing Professional  
Tech Mahindra Ltd.



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## OVERVIEW

I am a passionate and experienced Product Manager with experiences in building products and businesses that draw perfect balance between customer and business values. I have hands-on experience of working in Social, Mobile, Analytics, eCommerce and Cloud domains with multiple successful initiatives building and marketing award-winning, industry defining solutions.



## EDUCATION

Masters in Business Administration | 2012

National University of Singapore, Singapore

NUS is consistently ranked among the top three business schools in Asia

Masters in Business Administration | 2012

Korea University Business School, Seoul, South Korea

Part of a dual-degree program at NUS. KUBS is among the most respected business schools in Asia.

Bachelor of Engineering (Computer Science) | 2006

Visvesvaraya Technological University, Karnataka, India

Interned at Indian Space Research Organization (ISRO)



## CORE SKILLS

- Product Management for SaaS Platforms, eCommerce, Mobile Applications
- Marketing for Big Data, Analytics and Enterprise B2B Services
- Social Media Marketing, PRDs and Collateral Writing
- Requirement Analysis, Use-case writing, UI/UX development, Strategic Planning
- Definition and Ownership of business growth metrics, Stakeholder Management
- People Management, Customer Engagement, Leadership Reporting, Consulting, Process and best Practice Definition
- Excellent Communication, Presentation and People skills

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## Product Management and Marketing Professional Tech Mahindra Ltd.



### WORK EXPERIENCE

#### Marketing Evangelist | March 2014 - Present Tech Mahindra Ltd.

Currently leading the marketing efforts for Tech Mahindra's Big Data, Analytics and Data Management Services business lines. Handling marketing for multiple service lines in the Big Data, Analytics and Data Management business

- Responsible for all marketing collateral and sales enablement activities
- Design marketing communication strategies
- Responsible for driving Marketing initiatives across service lines and delivery channels
- Building effective and beneficial relationships with Industry Analysts, SMEs to spread awareness about our offerings as well as to gain critical industry insights
- Participate in, Represent at and Organize industry events
- Drive Internal and External marketing initiatives to ensure 360-degrees exposure to all service lines
- Develop and implement an integrated marketing plan
- Research, analyze and evaluate competitive market environment



### AWARDS & ACHIEVEMENTS

#### Bravo Award | October 2014 Kudos Award | October 2014

Awarded for creating Social Media Analytics dashboards that were presented at a customer event in London by Tech Mahindra. The dashboards generated the highest number of footfall for any stall at the event and were extremely well-received by the audience.



### WORK EXPERIENCE

#### Product Manager | January 2013 – October 2013 INS Zoom Pvt. Ltd.

Product Owner for Smart Questionnaires, ZoomStore- an ecommerce platform and VisaWatch - a mobile application suite built for Frequent International Travelers.

- Product Owner for Smart Questionnaires- an intelligent system aimed at collecting maximum user information while asking the user minimum number of questions.
- Owned the market requirements and product requirements for Smart Questionnaires, ZoomLee mobile application suite and ZoomStore ecommerce platform.
- Developed the Product Strategy, Revenue Models, Engineering Specifications, Development Roadmap and Marketing Plan for Smart Questionnaires, VisaWatch and ZoomStore.
- Worked with engineering, deployment, sales, accounts and marketing to define Strategies, Processes and Metrics to build a successful product and drive the products' competitive business objectives.
- Worked with sales and marketing for launch planning, positioning, messaging and pricing
- Owned training for different stakeholders, prepare training material and collaterals

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Tech Mahindra Ltd.



## WORK EXPERIENCE

**Product Manager | May 2012 - December 2012**

**NetEnrich Technologies Pvt. Ltd.**

Product Manager for Vistara- a [Gartner Cool Vendor](#) in IT Operations Management that is currently used by over 1000 customers. Vistara automatically discovers a customer's entire distributed IT infrastructure and enables customers to unify IT Operations Management, Manage Public and Private Clouds, and deliver self-service IT over a secure web-based portal.

- Built an online Quote Creation tool for the product to enable online Quote-creation, Order Processing and billing.
- Coordinated with Customers, Engineering, Quality Analysis, Sales, Marketing and Management teams to define the Product Features and User-experience.
- Developed a Pricing Model, Envisioned and Implemented a Social Media Strategy for the product.
- Served as the internal and external evangelist for the product offering, working with the sales, the channel and key customers.
- Created Documentation, Whitepapers, Data Sheets, PRDs and other Outbound Product Content.

**Senior Test Engineer | August 2006 – July 2010**

**Aditi Technologies Pvt. Ltd**

- Singlehandedly tested and released a critical component with zero failure-rate for one of the largest social networking websites in the world. The project went live with an initial user base of 150 million users, was later extended to the entire user base of 450 million users.
- Built Automation Frameworks and developed software for an online Educational Assessment cum Social Networking portal that resulted in 400% increase of productivity of the Quality Analysis process of the project. Presented the framework to Clients and Senior Management resulting in the framework later being enhanced and marketed by the organization as a part of its product suite.
- Restructured and tested a data-creation engine reducing the execution time of the application from 14 hours to less than 3 minutes. Managed the entire project successfully as a single-resource.



## OTHER ACTIVITIES

- Featured in the July 2010 issue of The Smart Techie magazine under the [Engineer's Diary](#) column.
- Worked for the Teach India movement and taught children from low-income families in Bangalore during 2009-2010.
- Represented Fudan University Table Tennis team in the Sunshine Cup Inter University Sports Meet.



## REFERENCES

Available upon request