

Analytically and entrepreneurial MBA with 11 years of work experience across product planning, user experience design, marketing and customer acquisition

PROFESSIONAL EXPERIENCE

Senior Product Manager, ILANTUS Technologies Pvt. Ltd.

Jul'14 - current

Product Management

- Revamped the pricing for three marquee products of the product portfolio
- Defined the roadmap for the product portfolio based on kano analysis
- Analyzed competitive landscape, target market and performed business planning for upcoming cloud-based product
- Identified key gaps in the user experience of the product; improved adoption of the product by optimizing user flows

Marketing

- Led marketing function – devised go-to-market strategy and positioning of the product portfolio; created product collateral, sales tools and executed email campaigns
- Managed customer relationships by gathering customer feedback and channelizing it into the improvement of customer experience

Strategic Planning

- Created the 3-year business plan for the product SBU
- Analyzed the valuation of the competition and potential valuation of the company

Business Plan Creator, Institute of Product Leadership Product Labs

Dec'13 - Jun'14

- Conducted surveys and customer insight study covering 50+ participants
- Created personas, user experience scenarios, user stories and 12-month roadmap
- Created low-fidelity Balsamiq web and mobile prototypes based on usability principles
- Identified the Target Addressable Market and financial viability of the product
- Won the **Product Leadership Award** for the best value proposition and business case

Group Product Manager, Keypoint Technologies Pvt. Ltd.

Oct '12 - Oct '13

Product Design

- Designed the text input interface for Smart TV offerings; this included user research, user experience and user interface design
- Designed a customizable feature for gesture shortcuts introduced in the Android D2C app
- Designed a user experience for single-handed sentence completion on smart devices
- Managed a team of UX designers and technical writers

Product Marketing

- Positioned the Smart TV product to leading smart TV manufacturers including creating product collateral and conducting the demos of the product

Senior Product Manager

May '10 - Jun '12

IMIMobile Pvt. Ltd.

Product Management

- Responsible for two flagship mobile app products; managed product evolution, feature prioritization, high level requirement gathering, and product marketing
- Designed the user experience and managed the development of a B2B2C app store product, 'AppShop', for telecom operators; deployed in 19 countries

- Designed low fidelity prototypes for a B2B product for app lifecycle management that won an order with a global brand
- Designed a GPS enabled mobile app that enabled users to view contact's location and search contacts by current geographic proximity

Presales

- Pitched products to global prospects including operators in Europe, Middle East, Asia and Africa
- Worked closely with global sales teams for business development in B2B opportunities including RFPs, RFIs and product demos

Solution Architect Sify Technologies Pvt. Ltd. Apr'08 - Mar'09

Associate Pre-sales Consultant Sify Technologies Pvt. Ltd. Nov'05 - Mar'08

Presales

- Actively involved in account planning and customer presentations to acquire new customers
- Provided consultative services to understand client's business requirements, describe project opportunity and convert into specific deliverables
- Led presales for complex requirements to acquire global orders worth USD 2 million

Project Management

- Initiated and implemented business process improvements to reduce customer turnaround time by 85%

Teaching Assistant University of Minnesota, USA Aug'03 - May'05

- **Planning and organization** - Managed the coursework, assignments and individual learning of 250+ students

EDUCATION

MBA in Strategic Marketing INDIAN SCHOOL OF BUSINESS (ISB), India 2010

MS in Computer Science UNIVERSITY OF MINNESOTA, USA 2005

BE in Information Technology UNIVERSITY OF MUMBAI, India 2003

CERTIFICATIONS

International Certificate in Product Management and Marketing Jun'14

AWARDS

Product Leadership Award, Institute of Product Leadership Jun '14

INITIATIVES

Pro Bono Consultant, Whiteboard India (<http://whiteboardindia.org>)

- Analyzed the online presence of a non-profit and provided recommendations to mobilize the website as an effective branding tool to attract donors and volunteers
- Budgeting and product consultant for a non-profit in the education sector