

**Umang Merwana**  
B.Tech (ICT), Minors – Business Administration  
Date of Birth: 05-10-1985

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*Education*

- Dhirubhai Ambani Institute of ICT** Gandhinagar, India  
*B.Tech. Information and Communication Technology* (Aug. 2005 – May 2009)
- Institute of Product Leadership** Bangalore, India  
*Product Management & Marketing* (Sep 2013 – Mar 2014)

*Work Experience*

- IBM Software Labs** Bangalore, India  
**Product Manager** (Sep 2011 – Present)

*Responsibilities –*

- Service Line Owner:* Mobility Analytics, Mobile Application Management (MAM), End User App Catalog, Globalization
- Customer Insights, Product Requirements, Release Engineering, Agile Methodology, UX, Web Services, Project Management, Competitor Analysis, Pre-sales and Product Marketing.
- Key Achievements: -*
  - Engineered end user app catalog from scratch (Apple + IBM partnership),
  - Led globalization efforts of the product (18 languages),
  - Built Mobility Analytics engine for Mobile IT management in enterprise (Used by WSJ, Businessweek, CIO etc. for stories and mentions),
  - MAM solution recognized as best in class amongst peers (Gartner 2014),
  - Drove sales operations effort for APAC region (\$1 Million business in FY2014)
  - Product Analytics, Dash-boarding and product integration with IBM Watson.
  - Led 8 product releases (IBM MobileFirst Protect)

- Taste Bangalore** Bangalore, India  
**Co-Founder** (Jan 2011 – Aug 2011)

*Responsibilities –*

- Establishing tie ups with merchants and overseeing Marketing and Sales efforts.
- Product design, Wireframes, UX and Content development ([www.tastebangalore.com](http://www.tastebangalore.com))
- *Key Achievement:* 1000 sales of the product, Acquisition target of a VC funded eCommerce firm.

- Mu Sigma Business Solutions** Bangalore, India  
**Business Analyst** (Jan 2010 – Dec 2010)

*Responsibilities –*

- Online Advertising** - Revenue Optimization, Pricing forecast, Campaign effectiveness and Business Review
- Key Achievement:* Helped improve ad placement bid for web inventory held by Client

*Domain and Skills*

- Domain** – Online/Internet Business, Mobile Application Management, SaaS, Cloud Computing, Enterprise Mobile Security, Online Advertising, Marketing Analytics
- Skills** – Product Management, Project Management, Sales Operations, Data Analytics, Advanced Excel, Dash-boarding, SQL, Statistics

Declaration: The information furnished above is correct to the best of my knowledge. – Umang Merwana