

## IT PRODUCT MANAGEMENT PROFESSIONAL

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### EXECUTIVE PRECISE

- Close to **4 years of work experience** in product conceptualization, handling development lifecycle, defining roadmaps, market research, competitive analysis, business planning/go-to-market strategy, bid management/presales & marketing.
  - Extensive experience of working with International CXO & VP level clients (based across Europe, US, ME).
  - Led more than 10 member development team & managed cross-functional teams associations to ensure continuous product & UX enhancement and new developments based on customer feedback.
  - Adept at conceptualizing & executing **products across sectors – Retail, CPG & BFSI**.
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### ACADEMIC CREDENTIALS

#### MBA(Marketing), Symbiosis Institute of Business Management(SIBM)

Jun 2012- Apr 2014

- **Won Philips Blueprint 2013 – B-plan competition** at regional level (1<sup>st</sup> among 800 teams) for submitting product GTM strategy & roadmap for breakthrough innovation in healthcare technology (Non-invasive glucometer).
  - Shortlisted (1<sup>st</sup> among 60) for **research project by Pidilite** for assessing new **product acceptance in B2B space**.
  - **Interned with Aditya Birla Group (Apr-Jun 2013):**
    - Created new competitive advantage for Idea cellular by **introducing new analytics product for sales automation** using SaaS technology to provide **real-time field reporting & BI**.
    - **Managed end-to-end product lifecycle** - conducted requirement analysis, initiated vendor selection, conducted negotiations which led to 50% reduction development time & implementation cost.
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#### B.Tech in Comp. Sc. Jaypee Institute of Information Technology University (JIITU)

Jul 2005- May 2009

- Stood 2nd among 86 participants in project exhibition held jointly by JIITU & Univ. Of Florida (UFL)
  - Awarded project by National Information Centre: **Optimizing Search Algorithms for DND Registry** (among 2 selected from 300).
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### CERTIFICATIONS

- Pursuing certification in **Advanced Game Theory**, MOOC offered by *Stanford University*, 2014
  - Awarded certificate of distinction for **Competitive Strategy**, MOOC offered by *LMU, Munich*, 2013
  - Awarded certification in History of Rock, MOOC offered by *University of Rochester*, 2013
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### KEY CAREER ACCOMPLISHMENTS

#### Consumer Behavior Analytics Products

- **Created long term product roadmap** for *Credit Finance Edge(Infosys)*, based on gap analysis with technical & sales team inputs, identified features to enhance product - **grew potential market size by 86%**, yielding **additional sales of \$300,000** annually.
- **Designed Comprehensive Competitive Intelligence(CCI) at Infosys**, a product targeting **retail & ecommerce sector** - as part of the core team identified market requirement, finalized product concept & led a 5 members team to create robust web crawlers.

#### User Interface Enhancements

- Designed & **created the UI mock-ups** for comprehensive competitive intelligence platform.
- **Created HCI design to track nose movement**, a technology similar to X-box Kinect & PS3 Move.

#### Analytics

- **Applied Jaspersoft BI** tool to create dashboards & reports to be used by business users in *Credit finance edge product, Infosys*.
  - **Used SQL Server reporting integration services** to create dashboards & reports to be used by business users of *CCI product, Infosys*.
  - **Implemented a proprietary algorithm** to create smart product matching through **attribute modeling** using unstructured text as **CCI's core feature**.
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## CAREER SKETCH

Account Manager, Industrial Business Segment, TE Connectivity ([www.te.com](http://www.te.com))

May 2014 till date

*Global Leader in electronic component manufacturing (A Fortune 500 Company)*

### Chief Job Roles

- **Managing product portfolio, price negotiations & client relationship for global key accounts** in Indian geography.
- Regional Manager for South-west India region – handling multiple account sales, channel development & process improvement.

### Strategic Initiatives

- Developing sales partners' network to **improve product reach to SMEs** in fragmented Indian industry landscape.
- **Creating a supply chain process** to aid billing in INR while passing on tax/duty exemption benefits to clients.
- **Establishing long term service agreements** with clients to build sustainable business growth path.

### Notable Credits

- **Identified & converted sales** opportunities of more than **\$8 Million** from global accounts in first 3 months.
- **Added 2 new accounts** and currently managing sales worth \$5.5 Million in the designated geography.
- Conducted market research to achieve consumer insights & identified opportunity worth \$10 Million to be captured in 2 years in the Indian SME segment.

Senior Software Engineer, Product Incubation & Engineering Unit, Infosys Ltd ([www.infosys.com](http://www.infosys.com)) Jun 2009-May 2012

### Chief Job Roles

- Conducting market research, competitive analysis, **product conceptualization**, handling development Lifecycle, **defining roadmaps** and Go-To-Market Strategy for new products for Retail & BFSI sector clients.
- Developing products using **agile methodology** using **Java 2.0, Hibernate, Spring & JQuery-AJAX** technologies.
- Managing pre-sales activities for '*Comprehensive Competitive Intelligence*' (CCI) product including creating & **presenting technical demos, managing bids** for potential clients.

### Strategic Initiatives

- Defined technical architecture i.e. **automated valuation models, multiple device support, & map integration** for the product '*credit finance edge*', a cloud based loan servicing platform.
- Developed business analytics tools like product matching & text analytics engine as part of core features that made '*Comprehensive Competitive Intelligence*' (CCI) a unique product.
- **Improved internal legal vetting process** for new products, **reducing process time from 2 months to 2 weeks**.

### Notable Credits

- Accredited with **SPOT Award** for Q1, PRD Unit, Infosys Ltd., for product enhancement by optimizing the crawling system for CCI product, increasing its potential by 60% in 2011.
- Framed customer acquisition strategy for 2010-13 for CCI, achieving 115% of the target in the 1st year.
- **Executed 10+ RFP\RFQ\RFI responses** for key strategic accounts (min. bid size \$200K) across the globe.

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## EXTRACURRICULAR ACTIVITIES

- Organized Quizzendo, online quiz event, Transcend- 2013, SIBM, Pune, 2013.
  - **Managed 85 volunteers** for the annual college fest 2008 with a budget of INR 20 Lacs, as part of the core committee.
  - Among Top 25 national champions out of 2000 participants in Godrej LOUD contest, in 2012.
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