

# RAHUL JAIN

*Product Management Leader  
Mobile, Customer Obsession, Data*

## CONTACT

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## EDUCATION

**University of Illinois at Urbana  
Champaign (UIUC)**  
M.S. Engineering  
DEC 2012

**University of Illinois at Urbana  
Champaign (UIUC)**  
College of Business  
Certificate of Excellence, Sustainable  
Management & Technology,  
MAY 2012

**Indian Institute of Technology Roorkee  
(IIT Roorkee)**  
B.S. Engineering  
MAY 2009

## SKILLS & EXPERTISE

**Agile Software Development**  
Kanban, Scrum, SAFe, etc.

**Analytics Pro**  
Google Analytics,  
Omniture Sitecatalyst,  
Mix Panel,  
Adobe Analytics

## ABOUT ME

Entrepreneurial self-starter leader with 8-plus years of work experience and great passion for building consumer internet products. Core expertise in maintaining laser focus on customer, while being ROI and technology driven. An intuitive strategist, and long term planner with a unique perspective on market challenges and upcoming technologies.

## EXPERIENCE

**Amazon, Austin – TX** **2017 – Present**  
Senior Product Manager, Mobile App – Amazon Business

- Launched B2B buying experience in the amazon shopping app to allow businesses to buy in bulk while receiving quantity discounts and other business benefits generating \$50M+ in monthly revenue.
- Launched a curated buying experience in amazon shopping app by highlighting products in the search results page that b2b customers prefer to buy. Generated 45% incremental revenue from the curation feature.

**RetailMeNot Inc., Austin – TX** **2014 – 2017**  
Senior Product Manager, Mobile App & Location Services

- Lead a cross functional team of Engineers, Designers, BA, Operations, Finance and Marketing to build Geo-targeting capabilities for retailers generating over \$600K in sales.
- Developed an attribution model by leveraging location signal to measure in-store visits. Successfully launched a brand new mobile attribution report to 100+ retailers driving \$10M+ revenue in sales
- Built “app-to-app linking” product to drive acquisition and re-engagement for retailers while delivering better UX within mobile app ecosystem.
- Implemented advanced location capabilities in the app (Gimbal & Placer SDK) to deliver contextually relevant user experience while enabling team to improve personalization and targeting algorithms.
- Rapidly tested new algorithms (Heuristic & Machine Learning) to rank offers on landing pages and deployed them to drive incremental \$1MM annualized revenue.
- Defined new experiments by collaborating with design team to create experiences, managing engineering effort to launch tests and working with BA to lead analysis & integrate results.

## SKILLS & EXPERTISE

### Usability Testing Fanatic

UserTesting.com, InVision,  
UserZoom, Apptentive, etc.

### Product Management Software Ace

Confluence,  
Jira,  
ProdPad

### Natural Collaborator

Zepline,  
Salesforce,  
Sharepoint,  
Quip

### Technical Languages & Tools

C, C++, Java, Visual Basic  
SQL, R, Teradata SQL Assistant

## DIVERSIFIED LEARNING

### John Deere

Project on agricultural value chain  
Product development process  
Product prototype  
Comprehensive business plan

### Illinois Green Business Association

Community learning  
Green business initiative

### OTCR Consulting

Market Research – Media Industry  
Business expansion plan

### Enablon Consulting

Implemented SaaS solutions

## ASSOCIATIONS

Toastmasters Club, VP Public Relations  
Agile Austin  
Product Austin

## EXPERIENCE

### Latentview Analytics, San Jose – CA Senior Product Analyst, Data Analytics

2013 – 2014

- Redesigned customer loyalty & rewards program for a major ecommerce client
  - Directly impacting 5MM buyers across the US
- Optimized email campaign and onsite marketing by collaborating with CRM and Loyalty analytics team
  - Estimated the worth of a specific site feature to be \$100MM by running a 2 month pilot project
  - Impact – Increment in revenue by \$8MM
- Worked with Trust Analytics team to manage global marketplaces and improved buyer experience
  - Reduced bad buyer experience rate by 95 basis points

### ZS Associates, New Delhi – India

2010 – 2011

#### General Analytics Associate, Sales & Marketing Strategy

- Worked with \$16B pharmaceutical client to create a sales forecasting model for their business
  - Forecasted 10 years of sales with a projected growth rate of 4% YoY to increase revenue from \$16B to \$22B
  - Enabled faster and consolidated reporting of their sales in 20 countries
- Owned end-to-end responsibility for creating and supporting analytic solutions and processes to address specific client questions, especially related to sales and marketing operations.

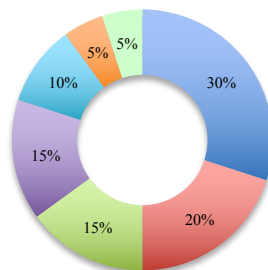
### Deloitte Consulting, Mumbai – India

2009 – 2010

#### Business Technology Analyst, Systems Integration

- Provided IT consulting in Technology, Media and Telecommunication sector.
- Collaborated with clients and researched their users to gain deeper understanding of the business requirements.
- Worked in a team of eight members and analyzed business requirements and further translated them into technical requirements by creating functional breakdown structures.
- Provided knowledge transfer sessions of the design, data and defects, to the client representatives using Excel reports prepared during user acceptance testing (UAT).

## CROSS-FUNCTIONAL MIX



- Product Planning & Strategy
- Engineering Solution Architect
- Sales & Marketing
- Data & Analytics
- Design
- Operations
- Pricing