

# VIKAS (VIK) SHAH

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## Career Objectives:

Seeking a Software Developer's position with a startup where I can leverage my expertise in New Media Technologies and Business Management towards developing innovative web/mobile applications.

## Values Offered:

- Creative & Entrepreneurial Traits
- Influential Communication Style
- Product Management & Fruition
- Cross-Functional Relationship Development
- Key Alliance & Partnership Building
- Analytical & Conceptual Problem Solving
- Product, customer and business model development using Lean Startup methodologies

## Work Experience:

### Resilience Inc., San Jose, USA

2010 – 2012

*A start-up in a Physical Security space which provides an anonymous tip-line and a Social Media Monitoring tools to Police Dept., Security Personals at colleges, and Emergency Operation Centers (EOC) staff to help prevent crime, theft and emergency situations.*

#### **Product Manager/Product Marketing Manager**

- Researched gaps and opportunities and defined product requirements.
- Understood and analyzed users needs, researched market and competitors, prioritized features, and strategized future product direction.
- Written Mobile App specification.
- Presented products to FBI, colleges and City Police during CCUPCA conference in Lake Tahoe **which led to Pilot with Police Dept., and some of the most prestigious universities in the USA.**

### TELSTRA CORPORATION, Australia

2004 - 2007

*Fortune 500 company and Australia's only integrated telecommunications, digital media and information services provider.*

#### **Sales Consultant**

- Addressed sales teams' inability to identify and understand clients' needs and wants, impacting negatively on sales target achievement by suggesting the conducting of focus sessions (workshop presentations).
- Researched and analyzed the market and co-created customer retention, acquisition strategies which **increased client satisfaction by 30%** and enabled **acquisition of over 80% of previously disgruntled/lost customers**. Recognized with the Telstra Service Award.
- Researched, co-created and conducted highly successful workshops which increased **customer satisfaction by 25%**. Recognized with the Telstra Leadership Award.
- Overcame peoples' aversion toward direct marketing calls by adopting an influential communication initiative **consistently generating aggressive sales target of \$515/hour** through nationwide sales.

### VOCON PACIFIC, Australia

2003 - 2004

*Integrated marketing company devising various marketing activities for corporate clientele operating across multiple industries.*

#### **Account Executive**

- Met with clients to identify their business needs and deliverables

- Managed all communications between stakeholders to ensure expectations were met
- Sustained client/staff relationships by benchmarking and achieving key deliverables
  - Overcame challenge of managing multiple marketing activities/projects with India-based outsourced agents through establishing solid lines of communication to ensure project objectives, sales processes and customer focus methodologies were understood and maintained.

## **AKSHAR SYSTEMS, Bombay, India**

**1996-1999**

*Educational Software Development company in Bombay, India.*

### **Graphics Designer / Programmer**

#### → **Pixel Alliance Project:**

- Analyzed the client's requirements and co-designed and co-created interactive educational CD-ROMs for the kids.

### **Education:**

#### **Curtin Graduate School of Business**

**Australia**

**Master of Business Administration (MBA)**

**2005– 2007**

#### **Edith Cowan University**

**Australia**

**Bachelor of Communications –**

**Specialization: Interactive Multimedia Technologies**

**2001 - 2003**

**Technical Skills:** PHP, MySQL, XML, Dreamweaver, Director, Flash, Java, VB, Photoshop, and LightWave (3DModelling and Animation).

## **Boston Startup School (BSS)**

**USA**

**Software Development**

**Present**

*I'm a full-time student of BSS, Software Development track. I'm currently learning following web/mobile development softwares, tools, techniques and methodologies:*

Softwares/Scripting Language/Style sheet: Ruby, Ruby On Rails, HTML5, JavaScript and CSS.

Tools: Unix Shell, Git, Github, Gems, RegEx, Grep, Tmux, Touch Typing

Techniques: Pair Programming, Teaming, Test Driven Deployment and Lean Startup Methodology

Interfacings: JSON, XML, API Design

Frameworks: Sinatra, Flask, Express, Node.js

Stacks: Bootstrap, HTML5 Boilerplate, Backbone, Ecommerce, Payments, Social Connectors, Analytics

## **Lean Startup Machine (LSM)**

**USA**

**June 2012**

*Attended a LSM Boston where I learnt following Lean Startup methodologies and their applications:*

- *Rapid, iterative prototyping to test assumptions for product and customer validation*
- *Developing problem hypothesis, solution hypothesis and a series of assumption which are core to the success of the business model*
- *Defining problem, solution and core assumption in creating a Minimum Viable Product (MVP )*

NLF (New Life Fellowship), Bombay, India

**2008-2009**

### **Mission Worker**

Part of a five-strong team visiting disadvantaged communities across Bombay, India speaking to and encouraging, influencing, inspiring and equipping young children to pursue education to lay solid foundations for an empowered future, increasing numbers of children attending from 14 (aged 7-12 years) to 40+ (7-18 years).

### **Personal:**

I'm a Permanent Resident (Green card holder) of USA.