

Contact

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(LinkedIn)

Top Skills

Market Research

APEX Hybrid Cloud

APEX Private Cloud

Languages

Spanish (Limited Working)

English (Native or Bilingual)

Hindi (Limited Working)

Telugu (Native or Bilingual)

Certifications

Pragmatic Marketing Certified - Level One (PMC-I)

Srija Dasika

Senior Product @ Dell | McCombs MBA
Austin, Texas, United States

Summary

Passionate about leveraging technology to solve real-world problems and create lasting value for customers.

Results-driven Product Manager with a proven track record of delivering innovative, customer-centric solutions in the cloud and technology industries. Skilled in translating complex technical concepts into actionable business strategies. Possess a deep understanding of product development lifecycles, agile methodologies, and go-to-market strategies.

Key achievements include:

- Leading successful product launches and driving significant revenue growth through strategic partnerships and innovative product features
- Conducting in-depth customer research to identify unmet needs and develop solutions that exceed expectations
- Demonstrating strong strategic thinking to anticipate market trends and position products for long-term success
- Building and managing high-performing teams to deliver on aggressive timelines and achieve ambitious goals

Experience

Dell Technologies

Senior Product Manager

July 2022 - Present (2 years 6 months)

Austin, Texas, United States

- Partnered with Channel Partners and Partner Account Managers to align on opportunities and customer pain points
- Crafted a comprehensive Channel Partner Roadmap and multi-phase plan, integrating key features projected to generate \$XXB in revenue
- Led 7 successful customer research studies translating insights into actionable features for our multicloud storage management product

- Collaborated with engineering and design teams to launch a SaaS Portal for our block/file storage products
- Established a Beta Testing program from the ground up, designed the objectives and successfully recruited new customers and channel partners for testing, early feedback and found critical issues before launch.

IBM

3 years 1 month

Lead Product Manager, IBM Cloud Platform - Storage: Backup & Data Migration

January 2021 - June 2022 (1 year 6 months)

- Perform competitive analysis, research industry and technological trends in order to identify new opportunities to innovate and differentiate product offerings for the IBM Cloud IaaS team
- Partner closely with Technical Architects and other Product Managers to ensure that we achieve maximum impact and align with overall strategy for the product roadmap
- Form and lead workshops to take cloud backup solutions through Financial Services/Regulatory validation process
- Lead effort to ensure offline migration/storage hardware in global data centers meet upgraded security requirements

Interlocked with engineering, sales, marketing, finance to ensure that we achieve maximum impact and align with overall strategy for products and solutions

- Conduct user research workshops in collaboration with UX, technical sellers, for sponsored enterprise clients, identify pain points and design solutions

Job tags: product strategy, agile methodologies, product development, product management, roadmap, go-to-market, cloud, cloud infrastructure, software as a service, saas, storage, pricing, marketing, sales enablement, UX/UI design, hybrid cloud, private cloud, financial services

Product Manager (GTM), IBM Cloud Platform - Backup

June 2019 - December 2020 (1 year 7 months)

Austin, Texas Area

- Driving the product vision, go-to-market strategy and design discussions for offerings on the cloud platform
- Introducing new offerings/features to market with the right assets, programs and incentives to drive adoption

- Launched go to market initiatives and promotional offers across various routes to market to maximize revenue and cloud adoption
- Interlocked with engineering, sales, marketing, finance to ensure that we achieve maximum impact and align with overall strategy for products and solutions
- Built sales enablement strategy and respond to queries from the field

Job tags: product strategy, agile methodologies, product development, product management, roadmap, go-to-market, cloud, cloud infrastructure, software as a service, saas, VMware, pricing, marketing, promotional offers, sales enablement, UX/UI design, hybrid cloud, private cloud

Verizon Connect

5 years 1 month

Technical Product Manager

February 2016 - April 2019 (3 years 3 months)

Austin, Texas Area

- Worked in partnership with the product team by contributing technical input for new features on the product roadmap for automotive hardware and software products
- Created user stories for automotive software features and performed data analysis on customer usage to track the performance of product features
- Led onboarding of a major customer with thought leadership around creating a successful minimum viable product, resulting in ~35k units sold and ~\$800k monthly recurring revenue
- Used agile and scrum methodologies to facilitate daily stand-up meetings, sprint planning, track new features and issues, manage backlog in order to successfully launch a new model of the automotive hardware into the market
- Researched industry and technological product trends in order to identify and preempt shifts in technology and/or opportunities to innovate and differentiate our product offerings

Job tags: JIRA, SQL, agile methodologies, product development, product management, CAN, CANalyzer, testing, project management, root-cause analysis, software development life cycle, cross-functional communication

Product Test Engineer

April 2014 - January 2016 (1 year 10 months)

Austin, Texas Area

- Resolved a product issue for a major customer through cross functional collaboration between development, product and vendor teams, resulted in increased sales and monthly recurring revenue
- Managed and trained a small team to deploy a critical update for a premier customer, by creating and implementing streamlined process, generated savings of by increasing up-time and increased orders (received an Employee of the Quarter award)
- Designed a minimum viable product of a vehicle simulation environment for automating testing, expected impact \$10K annually in car-rental fees and increasing test speed
- Automated KPI analysis using SQL, proactively found critical bugs that were able to be resolved before software was deployed to production

Job tags: API, VBA, PostgreSQL, data analysis, telematics, Linux, sqlite, SaaS, quality assurance, project management, customer interface, python, CAN, CANalyzer, agile methodologies, JIRA, Fogbugz, Salesforce

Fairygodboss

MBA+ Product Strategy Consultant

February 2018 - May 2018 (4 months)

- Developed customer acquisition strategy, proposed a strategic plan to create and launch a nationwide ambassador program, to increase lead generation and brand recognition
- Performed comparative analysis and created KPI metrics to define success
- Identified best environments/contexts/demographics of potential ambassadors, including how to incentivize/compensate them

Daimler Trucks North America

6 years 2 months

Sr. New Product Development Engineer (Aftermarket), Vehicle Diagnostics

June 2011 - September 2013 (2 years 4 months)

Portland, Oregon Area

- Product Owner for all electronic controllers for the heavy-duty vehicle platform, improved diagnostic functionality by collaborating with cross-functional sales, engineering, IT and vendor teams, increased vehicle up-time in the field
- Interfaced with a premier customer to resolve a critical issue being caused by a 3rd party device, by convincing a difficult 3rd party supplier to work with

us to identify and resolve their issue, received high praise and loyalty from the customer

Job tags: OBD, vehicle diagnostics, vehicle electronics, telematics, lean principles, GUI design, off-board diagnostics, CAN, J1939, J1708, data analysis, customer interface, cross-functional teamwork, project management, feature development, issue resolution, failure analysis, service engineering, aftermarket

New Product Design Engineer, Vehicle Electronics

January 2008 - June 2011 (3 years 6 months)

Portland, Oregon Area

- Led a cross-functional group including engineering, IT, manufacturing and vendor teams to bring a new supplier on board by creating and implementing an issue-reporting process for several departments
- Interfaced with cross-functional teams to improve the primary electronic controller design for the medium duty vehicle platform contributing to features that increased new orders and customer satisfaction
- Contributed to product requirements and planning for a new in-house automotive hardware product by performing competitive analysis on several 3rd party automotive hardware
- Selected for a prestigious 10-month, new hire trainee position working in five departments; developed a strong understanding of the business and the product life-cycle

Job tags: Lean manufacturing, cross-functional, CAN, CANalyzer, vehicle diagnostics, ECU, feature development, 5S, design engineering, hardware

Product Design Intern, Telematics

August 2007 - January 2008 (6 months)

Portland, Oregon Area

- Performed competitive analysis by researching 6 different telematic systems and provided data for developing a strategic direction for Telematic systems to be used on NAFTA truck platforms

OHSU

Biomedical Engineering Research Intern

May 2006 - January 2007 (9 months)

Portland, Oregon Area

- Researched COTS (commercial off the shelf) tracking technologies to be used for unobtrusive in-home patient monitoring in multi-person homes
- Provided data analysis (to be used in a publication) to create a more accurate patient-tracking system.

Hewlett Packard

Hardware Design Engineering Intern

May 2005 - August 2005 (4 months)

Vancouver, Washington

- Performed design analysis for Printed Circuit Boards (PCB) development
- Performed failure analysis and testing for printer prototypes going into production.

Intel

Maintenance and Operations Intern

June 2002 - August 2003 (1 year 3 months)

Hillsboro, Oregon

- Provided customer service, tactical planning, tracked of employee training, budgeting, and building planning as well as campus safety issues
- Utilized Microsoft Excel and Visual basic to develop efficient ways to keep track of data

Education

The University of Texas at Austin - Red McCombs School of Business

Master of Business Administration - MBA · (2017 - 2019)

University of Portland

BSEE, Electrical Engineering · (2003 - 2007)
