

# BALARAM VENKAT S

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## EXPERIENCE (~10 YEARS)

**BRILLIO TECHNOLOGIES** (Born Digital Organization with 2500+ employees)

Senior Manager, Product Engineering & Tech Advisory

Area of Expertise: Business Consulting, Presales, Product Management & Delivery, GTM Strategy & Execution

Bengaluru, KA

Jan 2016 – Present

- **Spearheaded various digital transformation engagements** across domains (Retail/E-Commerce, Financial Services, Pharmaceutical) working with the business leaders to solve complex business problems and provided strategy and implementation roadmap aligning with changing business and market needs.
- **Managing cross-functional team** of 9 in 2 locations (Santa Clara, Bengaluru), ranging from managers to consultants, collaborate across teams – with CxOs, Business leaders for solutioning, and with UX, Architects & engineering team for execution.
- **Product Manager for Enterprise Digital Assessments & Insights platform** – Performed market research and analysis, stakeholder interviews for vision and requirements, Prioritization of user stories based on impact and feasibility, formulate, calendarize and execute GTM Roadmap with respect to market & product objective and promotional strategy, work with architects to finalize on candidate and final architectures and have also led the feature rollout strategy.
- **Have created more than 100+ point of views, RFPs and proactive pitches** working with the Sales team on contextualized use cases and messages for the customers, clearly articulating the outcomes and highlighting the value proposition.
- **Expert in creating crisp PowerPoints with razor sharp messaging and right visualization** with a coherent story.
- **Solved declining users issue for a food industry giant based out of the US** by improving the performance of their legacy ecommerce platform and defining the long-term strategy aligned with the market, which resulted in **improved page load time of by 3 seconds and reduced cart abandonment rate by 60%**.
- **Created thought leaderships and written articles periodically** on Customer Experience, Hashgraph and Blockchain based solutions with the **objective of clarifying and breaking down some of the complex problems to simpler themes for easy understanding**.
- **Got Promoted two times in consecutive cycles** due to exceptional demonstration of leadership, strong performance and organizational level impact.

**CHANGEPOND TECHNOLOGIES** (IT Services company)

Business Development Manager

Chennai, TN

May 2015 – Jan 2016

- Generated new logos pipeline worth ~\$150K in BFSI domain out of which one opportunity worth ~\$50K was most likely with 90% probability. Performed market analysis and redefined our pitch and services to align to the market needs.

**BRILLIO TECHNOLOGIES** (Born Digital Organization with 2500+ employees)

Business Development Manager

Bengaluru, KA

Apr 2010 – Apr 2014

- Led a team of 3 to automate the testing process and achieved a reduction of testing effort by ~30% and saved around US\$ 30K per year by eliminating additional labour expenses.

## EDUCATION

**GREAT LAKES INSTITUTE OF MANAGEMENT**

Post Graduate Program in Management (IT & Business Analytics) (MBA Equivalent) – 3.1 / 4.0

Chennai, TN

Apr 2015

**FRANCIS XAVIER ENGINEERING COLLEGE (AU, CHENNAI)**

Bachelor of Engineering (B.E), Computer Science – 70%

Tirunelveli, TN

Apr 2009

**DOLPHIN PUBLIC SCHOOL**

XII(CS) – 91.08%

X – 70.54%

Madurai, TN

Mar 2005

Mar 2003

## ADDITIONAL

**Skills: Project Management / Product Development** – Requirements Gathering & Elicitation, Resource Planning, Project Roadmap, and execution, SAFe Agile – Scaled Agile and Scrum Frameworks, EPIC and User Story mapping, Prioritization. Market / user research, Competitor analysis, Wireframing, Problem Solving & Root Cause Analysis, Storyboarding and Storytelling, Design Thinking. **Other** – Proficient with MS PowerPoint, Excel and Word, JIRA and Tableau

**Certifications & Training:** Professional Scrum Master (PSM), SAFe Product Owner / Product Manager (PO/PM)

**Link to Thought Leaderships:** [Reimaging CX](#), [Quantum Computing & Blockchain](#), [Hashgraph](#), [What is mining in Blockchain?](#)

**Awards:** 3-time Employee of the quarter