



## EXECUTIVE SUMMARY

Product management executive with 20+ years of global experience delivering software and hardware solutions across Asia, Europe, the Americas, and the Middle East. Consistently achieved €50M+ in business impact by transforming product portfolios, accelerating go-to-market strategies, and optimizing product-market fit. Led cross-functional teams of up to 40 professionals, scaling enterprise-grade products from concept to launch. Expert in product strategy, agile delivery, stakeholder alignment, and digital transformation. Known for building high-performance teams, streamlining operations, and exceeding KPIs through data-driven decisions and customer-centric innovation.

## CORE COMPETENCIES

Bringing together strategic vision, cross-functional leadership, and modern product practices to drive growth and innovation across hardware and software domains. Bringing together strategic vision, cross-functional leadership, and modern product practices to drive growth and innovation across hardware and software domains.

### Product Strategy & Execution

Product Vision • Roadmapping • Portfolio Management • Product-Market Fit • Go-to-Market (GTM) Strategy • Feature Prioritization • Lifecycle Management • Strategic Forecasting

### Leadership & Collaboration

Stakeholder Engagement • Cross-Functional Team Leadership • Sales & Marketing Alignment • Change Management • Process Optimization • Digital Transformation Initiatives • Team Coaching & Development

### Product Methodologies & Growth

Agile (SCRUM, SAFe) PRD / MRD Development • OKRs • Lean Startup • A/B Testing • Design Thinking • JTBD Framework • SaaS & PaaS Models • Product-Led Growth • Product Analytics

## EDUCATION

- **Master of Business Administration (MBA)**, Marketing & International Business  
GGS Indraprastha University, New Delhi | 2003 – 2005
- **Bachelor of Science (Hons), Computer Information Systems**  
GGS Indraprastha University, New Delhi | 1999 – 2003

## PROFESSIONAL EXPERIENCE

### VICE PRESIDENT, SOFTWARE DEVELOPMENT (Contractual Assignment)

Savitri Telecom Solutions, Delhi, India | Jan 2025 – Apr 2025

- Defined a 3-year product vision and led the development of a digital transformation portfolio aligned with enterprise strategy. Identified ₹7 Crores (Indian Rupees) in new revenue opportunities within 3 months through competitive benchmarking and market analysis.
- Led cross-functional collaboration with engineering and external partners to redesign client engagement workflows, improving operational efficiency by 40%.
- Applied prioritization frameworks like **Reach Impact Confidence and Effort (RICE)** to define high-impact roadmap initiatives for quick wins.
- Delivered **Minimum Viable Product (MVP)**-level product roadmaps with short-cycle milestones and embedded continuous feedback from stakeholders and end users through rapid prototyping.
- Influenced decision-making across teams by aligning business, technology, and partner functions.
- Mentored teams on agile execution and customer-first principles in a high-intensity delivery window

### ASSOCIATE DIRECTOR, PRODUCT MANAGEMENT

Grant Thornton, Delhi, India | Jan 2022 – Jun 2024



- Defined and executed product portfolio strategies across telecom, finance, and digital transformation verticals.
- Delivered consulting engagements for enterprise clients, enabling scalable software and process solutions with over ₹20 Crores (Indian Rupees) in client pipeline value.
- Led ISO 27001:2013 certification program as the lead program manager across 70+ global Nokia locations, coordinating with 700 teams. Also, spearheaded deployment of a **Learning Management System (LMS)** that cut training time by 75% and designed custom communication and presentation training programs for senior client teams.
- Directed product roadmaps for internal document management platforms and training portals.
- Used ICE scoring, MoSCoW prioritization with stakeholders for aligning technical feasibility, value delivery, and speed-to-market.
- Embedded user testing, surveys, and stakeholder feedback loops into the development lifecycle. Managed backlog grooming and **Product Requirements Documentation (PRD)**, collaborating closely with engineering to deliver MVPs on time.
- Implemented A/B testing and dashboard tracking to measure post-launch adoption and improve user experience that led to a 35% increase in client retention and achieved a 90% reduction in internal process turnaround through agile team coaching and in-house software streamlining.
- Influenced C-suite and operational stakeholders without formal authority, aligning legal, marketing, IT, and engineering functions across high-visibility programs.

## PRINCIPAL PRODUCT MANAGER

*JSK Communications, Delhi, India | Sept 2020 – Jan 2022*

- Defined and led the product vision and go-to-market strategy for digital signage and video conferencing platforms, targeting enterprise, education, and government sectors.
- Increased strategic customer engagement by 42% and improved gross margins by 40% through value-based pricing and tailored product positioning.
- Conducted customer discovery and usability testing to validate roadmap features.
- Collaborated with engineering to streamline platform infrastructure, enhanced service uptime and reduced latency by 30%.
- Used ICE prioritization and business-case analysis to evaluate trade-offs and define quarterly release cycles.
- Spearheaded the launch of a self-service online ordering platform, resulting in a 55% increase in conversion rates and a reduction in customer onboarding time from 2 weeks to 3 days.
- Introduced post-launch A/B testing and built internal dashboards to monitor adoption, feature usage, and satisfaction.
- Drove continuous iteration based on user feedback and internal sales telemetry.
- Influenced cross-functional stakeholders, including engineering, sales, legal, and customer support, without formal authority by aligning them to shared KPIs and client delivery goals.

## PRINCIPAL PRODUCT MANAGER

*IQVIA, Delhi, India | Jun 2020 – Sept 2020*

- Spearheaded the end-to-end product strategy and development of Government of India's, National Digital Health Mission portal ([www.ndhm.gov.in](http://www.ndhm.gov.in)), by defining the product vision and delivering five integrated software modules supporting critical healthcare infrastructure across central and state government agencies.
- Directed a 16-week sprint-based delivery schedule to ensure readiness for the Prime Minister's inauguration on 15 Aug 2020. Optimized integration workflows and aligned all development activities with stringent regulatory and performance standards.
- Conducted user interviews and mapped user journeys to inform the creation of content, wireframes, and product roadmaps for three subsequent releases. Embedded usability testing and stakeholder feedback into an iterative design cycle.
- Managed a cross-functional team of eight (five product managers, two web developers, one designer) using Agile SCRUM methodologies.
- Established Objectives and Key Results (OKRs), implemented A/B testing for **User Experience (UX)** optimization, and built performance tracking frameworks.
- Collaborated with legal, compliance, and delivery teams to navigate complex regulatory environments. Delivered presentations and training programs to support portal rollout and adoption by government departments across India.

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## SENIOR MANAGER, PRODUCT MANAGEMENT

*IQVIA, Delhi, India | Apr 2019 – Oct 2019*

- Defined and led the product vision and strategy for Incarnus healthcare software, delivering platform enhancements that improved user workflow and drove adoption in healthcare delivery networks.
- Developed pricing models and commercial strategies through competitive analysis and user segmentation, driving a measurable uplift in revenue generation and partner acquisition.
- Directed full product lifecycle from ideation through GTM, using **Impact Confidence & Ease (ICE)** scoring and forecasting models to prioritize features based on market need, technical complexity, and **Return on Investment (ROI)**.
- Embedded stakeholder interviews and usability testing into early-stage development. Created feature prototypes to validate assumptions and refine the roadmap.
- Collaborated across engineering, support, and marketing to optimize delivery velocity and release planning. Established dashboards to track feature usage and post-launch adoption metrics.
- Mentored five junior product managers to build customer-centric product thinking, resulting in a 40% increase in sales funnel values and stronger solution-market alignment.
- Influenced internal stakeholders across business, technical, and compliance units without direct authority by aligning around shared **Key Performance Indicators (KPI)** and iterative delivery milestones.

## GLOBAL PRODUCT MANAGER

*BARCO, Noida, India | May 2014 – Dec 2018*

- Led global development and launch of two award-winning product portfolios: laser illumination rear projection displays (ODL-721 Family) and networked video wall processors (LVC-400 Family), both honored with Red Dot Design Awards
- Directed cross-functional collaboration across R&D, software, hardware, service, production, and marketing to execute product design, customization, and go-to-market plans in Europe, Asia, and the Americas
- Implemented Voice of Customer (VOC) programs and analytics dashboards to track user engagement and adoption. Conducted post-launch refinements using feature adoption metrics, customer interviews, and usage telemetry.
- Achieved EUR 1.2M in revenue within six months, increasing market share by 42%. Streamlined the digital ordering process, eliminating reorder issues and reducing order time by 60%.
- Established strategic partnerships with system integrators and distributors to expand regional footprint. Co-led pricing strategy with finance and sales teams to align with channel dynamics and margin goals.
- Monitored SaaS adoption performance using key metrics such as **Monthly Recurring Revenue (MRR)**, **Annual Recurring Revenue (ARR)**, and **Time to First Value (TTFV)**.
- Influenced cross-regional stakeholders without direct authority by aligning cross-departmental OKRs and championing a shared roadmap vision across product and engineering.

## NATIONAL MANAGER, PRODUCT MANAGEMENT & SALES

*NEC India Pvt. Ltd (NEC Corp., Japan), Delhi | Apr 2010-May 2014*

- Transformed the Multimedia Products Group from a pure reseller into a full-service AV/IT solutions provider, repositioning NEC as a consultative technology partner in India's visualization sector.
- Grew market share from 1% to 7% and increased average deal size by 45% within two years through bundled solutions and tiered pricing strategies. Delivered over ₹60 Crores in annual revenue by aligning product strategy with business development initiatives.
- Established end-to-end product management processes for the visualization portfolio, integrating structured prioritization (MoSCoW, impact vs. effort) and agile feedback loops to support global roadmap alignment.
- Forged OEM partnerships with global brands and led cross-functional GTM execution across engineering, channel, and sales enablement teams.
- Implemented performance dashboards using Excel VBA and BI tools to optimize channel performance and resource planning.
- Forged OEM partnerships with global brands like CISCO, Extron, Kramer, Crestron, JBL and led cross-functional GTM execution across engineering, channel, and sales enablement teams.



- Drove early-stage user validation through client workshops, prototype reviews, and pilot deployments.
- Influenced internal and external stakeholders without direct authority by coordinating cross-team workshops, aligning KPIs, and presenting data-driven proposals to NEC's APAC leadership.

## PREVIOUS EMPLOYERS:

- **NATIONAL MANAGER, SALES & PRODUCT MARKETING** | BenQ Corporation, Gurugram, India | 2009 – 2010  
Led product marketing and enterprise sales initiatives for BenQ's professional projection portfolio.
- **GLOBAL MARKETING MANAGER** | British Telecom, Gurugram, India | 2008 – 2009:  
Devised and executed marketing strategies for British Telecom Global Services, focusing on the mobility solutions portfolio.
- **BUSINESS & PRODUCT MANAGER – IMAGING & SIGNAGE SOLUTIONS** | HCL Infosystems Ltd., India | 2005 -2008  
Established the Large Format Display (LFD) vertical and led end-to-end product management for HCL's digital signage portfolio, covering both hardware and software solutions.

## MAJOR CERTIFICATIONS

- **Lead Auditor for ISO 27001:2013**(ID: ENR-01104180)  
Certified by BSI, UK | 2021.
- **Fundamentals of Digital Marketing** (ID: YXTYFHQTR)  
Certified by Google | Aug 2020
- **Google Project Management** (ID: 9FCGS9WXG7KT)  
Certified by Google | Dec 2024
- **UX Design By Google** (ID: 9A3RFV48JDWH)  
Certified by Google | Oct 2025

## ARTIFICIAL INTELLIGENCE & PROMPT ENGINEERING

- **Generative AI: Prompt Engineering Basics**  
Certified by IBM | Dec 2024
- **Writing Prompt Like A Pro**  
Certified by Google | Jul 2025
- **Using AI as a Creative or Expert Partner**  
Certified by Google | Jul 2025
- **Speed Up Data Analysis and Presentation Building**  
Certified by Google | Jul 2025

## PRODUCT MANAGEMENT RELATED

- **Product Analytics Micro Certification** (ID: cert\_8dmmbvxl)  
Certified by Product School| Jul 2021
- **Product Discovery Micro Certification** (ID: cert\_kh7zzr1j)  
Certified by Product School| Jun 2024
- **Product Launches Micro Certification** (ID: cert\_pdcc6snm)  
Certified by Product School| May 2024
- **Product Roadmapping Micro Certification** (ID: cert\_lb68rnnm)  
Certified by Product School| May 2024
- **Product Strategy Micro Certification** (ID: cert\_cflwrkg)  
Certified by Product School| Aug 2024
- **Product Experimentation Micro Certification** (ID: cert\_sd75dxjk)  
Certified by Product School| Mar 2025

## CYBER SECURITY RELATED

- **Foundations of Cyber Security** (ID: 8JDEYX9DFNNP)  
Certified by Google | Apr 2025
- **Manage Security Risks** (ID: N0GEH7J68GR6)  
Certified by Google | May 2025
- **Networks & Network Security** (ID: 97YVVELERNOO)  
Certified by Google | May 2025.
- **Assets, Threats & Vulnerability** (ID: ZV7F8ZTN7S4Q)  
Certified by Google | Jun 2025
- **Tools of the Trade Linux & SQL** (ID: 3KL8XKU0FKVC)  
Certified by Google | Jun 2025
- **Sound the Alarm Detection and Response** (ID: H0ZEVSV09MS3).  
Certified by Google | Jul 2025.