

## SKILLS

- **Product Management** | Vision | Strategy | Roadmapping | Go-to-Market | Market Research | Competitive Analysis | Cross-Functional Collaboration | Design, Development, Execution & Launch | Metrics & Analytics | Customer Feedback | Prioritisation
- **Project Management** | Budgeting | Risk Management | Vendor Management | Process Improvement | Stakeholder Communication | Quality Assurance
- **Data & Analytics**: SQL | Power BI | Tableau, Excel | Python - Pandas, Numpy, Matplotlib | EDA | Probability & Statistics | A/B Testing | RFM Analysis | ETL
- **Machine Learning & AI**: Scikit-learn | Linear/Logistic Regression | Clustering (K-Means/KNN) | Trees (Decision, Random Forest, XGBoost) | Time Series, Recommenders | NLP | Computer Vision | Spark | AWS | SageMaker | MLFlow
- **MLOps/DevOps/Tools**: GitHub | Streamlit | Flask | REST APIs | Docker | CI/CD, System Design | Shell | Selenium | JIRA, Confluence | Agile/Scrum | SDLC
- **Emerging AI Skills**: **Prompt Engineering** | **LLMs/RAG**, **AI Ethics** | **Vector DBs**, | **GenAI Tools**

## EXPERIENCE

### Independent Freelance Consultant, Self Employed

**Nov 2020 - Present**

- Led IRDA-compliant fintech advisory: As **financial market enthusiast**, applied **Capital Market Technical & Fundamental Analysis** expertise to build scalable AI solutions, serving 100+ users and driving 25% portfolio growth.

### Product Consultant, Sterna Security Devices Pvt Ltd, India

**Feb 2024 - Mar 2025**

**Problem to Vision**: Overcome manual lock limitations with compliant IoT vision, delivering scalable security solutions for new markets and user needs.

**Tech Stack**: SQL, Python, REST APIs, NodeJS, Appium, CI/CD, UX/UI (Adobe), MQTT, AWS

- **Market Expansion & GTM**: Identified opportunities/competitors; led international expos and electronic padlock launch, generating high-value leads/partnerships with 10% Q1 sales uplift.
- **UX & Product Optimization**: Collaborated with design/engineering to enhance user experience, achieving 10% customer satisfaction improvement.
- **Compliance Leadership**: Directed vendor negotiations for certifications (VAPT, ISO, CE, GDPR) as SPOC, ensuring timely execution that boosted organizational competitiveness.
- **Pre-Sales & Talent**: Delivered tailored technical architecture demos; recruited/mentored engineers, designers, data scientists, PMs, and pre-sales specialists.
- **Marketing Impact**: Directed graphic design team for collateral driving 50% customer engagement increase.

### Digital Product Manager, Buckman Inc. USA

**Jul 2020 - Oct 2020**

**Problem to Vision**: Transform legacy IoT gaps—fragmented provisioning/onboarding/lifecycle controls—via integrated platform vision for seamless device management, smart meter monitoring, and cross-team control.

- **Defined** vision/roadmap securing 90% stakeholder buy-in; drove strategic IoT initiatives.
- **Led dev teams** to prototype/launch onboarding solutions, accelerating tech adoption and CX.
- **Managed** IoT smart meter rollout (hazard detection/asset monitoring), boosting collaboration 50% and CSAT 25%.

### Technical Product Manager, Dell Inc. USA

**Dec 2015 - Nov 2019**

**Problem to Vision**: **Ignited** scalable KPI platform as single truth—eliminating ad-hoc blind spots, speeding decisions/scale, and driving productivity with data culture.

**Tech Stack**: SQL, Python, REST, Klipfolio, Power BI, Power Platform, Jenkins, Office 365

- **Secured C-level buy-in** with compelling business case; crafted product strategy, roadmap, and north-star KPIs that transformed org-wide measurement.

- **Led cross-functional** scrum teams to build/launch resilient KPI app via REST services—scaled from pilot to enterprise adoption (+25% via targeted training).
- **Acted** as SPOC for high-cost vendor, influencing critical feature roadmap to unlock \$2M+ productivity gains and cost savings.
- **Promoted** to spearhead KPI CoE: Championed process innovation/training, and fostered data-driven decision culture.
- **Drove** 15% engineering velocity uplift and enhanced release quality through KPI-optimized workflows.
- **Managed risks/resources:** Oversaw budget, mitigation strategies, and stakeholder forums—capturing lessons learned for continuous improvement.

**Software Engineer, Dell Inc.**

**Dec 2008 - Nov 2015**

**Problem to Vision:** Revolutionized manual testing bottlenecks—slow releases, poor traceability, production risks—into automated vision for rapid, traceable, defect-free delivery.

**Tech Stack:** Java, Selenium, Postman/SOAP UI, Jira, Jenkins, Linux, Shell

- Led automation strategy and QA standardization, cutting defects 40%, accelerating cycles with traceability/business alignment, while mentoring juniors into competitive team.

## PROJECTS

### [Customer Journey Analytics Project Repo](#)

**Key Skills/Tools:** [Google BigQuery, EDA, SQL, AWS, Tableau, Streamlit]

- Uncovered São Paulo dominance and regional delivery disparities; pinpointed logistics fixes, recommended strategies lifting underperforming regions 25% via targeted orders and boosting CSAT/retention 15% and drove 20% via targeted marketing plans.
- Built scalable real-time e-commerce analytics platform delivering customer journey insights, seamless UX, and operational scalability.

### [InsightForge AI: Feedback-to-Foresight NLP Engine](#)

**Key Skills/Tools:** [MVP, Experiment Tracking, Hugging Face Transformers, BERT, Flask, PyTorch, NLTK, Docker, QA/Test Strategy, Cloud]

- **Envisioned** and led full-stack **sentiment analyzer**. InsightForge NLP decoded feedback into trends/root causes, accelerating C-suite decisions 40%, slashing reviews 60%.
- **Transformed raw feedback into actionable trends** and negative summaries, enabling targeted strategies that reduced churn 22%, lifted CSAT 25%, boosted retention 18%, and accelerated revenue decisions 35%.

### [SmartAssociate RecSys](#)

**Key Skills:** Hybrid collaborative/content-based filtering and custom APIs

- **Built browsing-stage RecSys** suggesting complementary items via implicit signals (views/clicks) to emulate smart sales associate, boosting time-on-site 25%, add-to-cart 15%, and AOV \$15 with +18% category exploration.
- **Integrated real-time explainable AI** with reason codes (e.g., "7,200 runners like you added socks") to foster trust, drive non-pushy browse personalization, and deliver stakeholder dashboard insights per e-comm best practices.

## EDUCATION

- **MBA, Management of Technology**, Georgia Institute of Technology, USA, 2013
- **M.S** Electrical Engineering (Major: Computer Science) Wichita State University, USA, 2008
- **B.E** Electrical Engineering, Anna University, India, 2005

## PROFESSIONAL CERTIFICATIONS

- **Scaler** - Data Science And Machine Learning, 2026
- **Project Management** Course, 2025
- **Product School** - Product Management Certificate, 2020
- **Udacity** - Data Analyst, Data Engineering, AI Product Manager, AWS Cloud Architect, 2020-22