

SAHANA GANESH

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PROFILE:

- Results-driven Certified Product Manager with 5.5+ years of experience in highly-dynamic start-up environments.
- Expertise in managing software development, and applying Agile Methodologies to deliver products on time and within budget.
- Highly skilled Product Owner with a proven track record of collaborating with cross-functional teams to define product requirements, managing the product backlog, aligning the product roadmap with company strategy, developing effective product marketing strategies, tracking and staying abreast of industry trends to maintain a competitive edge.
- Adept at revitalizing product performance by monitoring and leveraging customer feedback for improvements, collaborating with change management teams to create impactful product marketing strategies, and maintaining a customer-centric product vision.

WORK EXPERIENCE:

Jiva, Bangalore

Product Manager

Present - November 2022

- Led end-to-end software development, targeting activation, performance improvement, and engagement of 4000+ users.
- Optimized customer communication, resulting in an 8% increase in retention rates.

Locus, Bangalore

Product Manager

January 2022 – October 2022

- Built a B2B SaaS product for scheduling drivers and vehicles using AI, generating \$200,000 in annual recurring revenue.
- Developed and implemented a revised go-to-market strategy, driving product development and marketing efforts.

Associate Product Manager

September 2021 – December 2021

- Oversaw iterative software development of an AI and ML route optimization software, increasing adoption by 20% through targeted campaigns.
- Prioritized and built features aligned with company goals based on business judgment and customer insights.

Senior Engagement Manager

January 2020 – September 2021

- Headed operations in Europe, negotiating contracts and managing project portfolios for enterprise and mid-market clients.
- Achieved a 17% increase in booked annual recurring revenue through customized solutions and user acceptance testing.

Engagement Manager

May 2019 – December 2019

- Implemented customer-centric approaches, improving go-to-market fit by 25% through market research and partnerships.

VIBCO Inc, Wyoming, RI, USA

Industrial Engineer

January 2017 – December 2018

- Conducted Lean and Six Sigma improvement projects, improving order entry Takt Time and manufacturing lead time.
- Implemented a self-regulating Kanban system, enhancing on-time delivery by 55%.

EDUCATION:

M.S. in Industrial Engineering

Northeastern University, Boston, USA

2017

B.Tech. (Mechanical Engineering)

VIT University, Vellore

2015

SKILLS:

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|------------------------------|-----------------------------------|--|
| • Certified Product Manager | • Software Development Management | • Customer Engagement |
| • Stakeholder Collaboration | • Sprint Planning | • Leadership Skills |
| • Agile Methodology & Scrum | • Problem-solving & Analytical | • Lean and Six Sigma |
| • Product Backlog Management | • Market Research | • Cross-Functional Team Management |
| • Roadmap & Prioritization | • Design Thinking | • Communication & Interpersonal Skills |

TOOLS:

- | | | |
|------------------------------|-----------------|----------------------------------|
| • Figma | • Pendo | • Power-BI |
| • Atlassian: Jira/Confluence | • Clevertap | • PM Tools: Miro, Notion, Trello |
| • Mixpanel | • Product Board | • MS Office Suite |

COURSES AND CERTIFICATIONS:

- Become a Product Manager Certificate - Udemy
- Advanced PM: Vision, Strategy & Metrics Certificate - Udemy
- Lean and Six Sigma Black Belt Certificate - KPMG