

# Vineet Kamath

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## SUMMARY

Results-driven product manager with **3** years of experience in product strategy and development, **7** years of strong technical knowledge in the domain of web, android, iOS, STBs, and smart TV's. Domain expertise **video streaming** and Web and Mobile Application development along with executing product roadmaps, driving cross-functional teams, and delivering innovative solutions.

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## EXPERIENCE

### Product Manager - Software Libraries & Tools

#### Conviva APAC Ltd

January 2020 - Present, Bangalore

- Spearheading consolidation of analytical, integration, validation, and reporting tools (merging **5** tools into **1** tool) to increase product adoption by **23%** to create one seamless experience for customers.
- Collaborated with customer facing team and engineering to revamp maintenance strategy and SDK releases making sure customer escalations remain below **5 tickets/month**.
- Led SDK planning & development for Android, iOS, Web, Roku, Tizen and more to enable video & Ad analytics on them.
- Managed end-to-end lifecycle for integrating video & AD analytics and validation them with special tools which resulted into increase in customer engagement by **17%**.
- Conducted monthly trainings, workshops and communicated product vision, roadmap and releases to sales, client success, marketing, leadership teams & supporting more than **110** customers.
- Conducted user research and created user stories, GTM strategies contributing to productive product discovery around technology decisions and strategy.

### Lead Developer - Media players

#### ZEE5

August 2015 - January 2020, Mumbai

- Responsible for managing video playback experience on **4+** platforms enabling the zee5 to reach **100k** concurrent streaming, **2m+** monthly active subscribers, keeping errors and failures below **6%**.
- Conducted user experience research by analyzing reviews and conducting interviews with customers to improve platform experience. Applied these learning for building applications for Smart TV's and STB's leading to an increase in product reach by **21%**
- Responsible for improving end user video experience like and define and maintain benchmarks for how quickly a video should start and keep playing buffer & error free.
- Responsible for making sure ads video and banner ads load and play every time they are triggered which led to increase in ad delivery by more than **30%**.
- Collaborated directly with consumers after analyzing reviews, and data from video analytics to increase google play store rating to **4.2** from 3.7.
- Developed several sophisticated solutions like custom light weight video players with fallback capability, video thumbnails on seek bar, offline playback with piracy protection and more.
- Front led integration for OEM vendors like JIO, Tata, OnePlus, MI etc. for pre-built integration.

### Developer

#### Arkwi Solutions

October 2014 - August 2015, Mumbai

- Developed ERP solutions for clients saving **60%** of paperwork saving around **1.7%** of annual revenue.
- Created VR solutions for training and development leading to an increase in productivity by **10%**.
- Developed cloud solutions accessible on mobile and desktops to manage an inventory of hardware tools.

### System Administrator

#### L&T Infotech

July 2013 - October 2014, Mumbai

- Responsible to maintain and optimize **120+** server infrastructure for fleet management services for Scania group.
- Created end-to-end reporting automation thus saving **2** person hours/day and improved productivity.
- Worked closely with customers to ensure uptime for server stays above **99%**.

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## EDUCATION

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- **Master of Science**  
Major in Information Technology • University of Mumbai • Mumbai • 2013
- **Bachelor of Science**  
Major in Information Technology • University of Mumbai • Mumbai • 2011

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## CERTIFICATIONS

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- **International Certificate in Product Management**  
Institute of product management • 2023 • [Credential Link](#)

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## Achievements

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- Winner of 2 awards for creating an innovative metadata integration project that would save at least 2 days of integration effort at Conviva Hackathon 2020
- Winner of 2 awards for creating a customer facing server-side data injection system reducing error rate by 99% at Conviva Hackathon 2021.
- Employee of the month at Zee5 - August 2018
- Selected and personally interviewed by Dr. Subhas Chandra for leadership roles at ZEE.
- Innovative project award for 3D volumetric display at Master of Science in 2013