

Sarthak Garg

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Executive Profile

Accomplished professional with **7+ years of experience** in **product management & development** throughout the product lifecycle, including **gathering and prioritizing product & customer requirements** based on **market research**. Passionate about B2B product development. **Goal oriented** by nature, willing to contribute in mobile or web product strategy, vision and implementation of B2C applications.

- Focused on developing **value maximizing product features** and improving **user experience** with **multi-device** offering.
- Deep understanding of gathering **consumer research & insights** to drive business **decision making**.
- An **agile methodology** enthusiastic to have faster **development cycle** to make continues iteration.
- Good knowledge of **technology** and solid **International experience** of managing customers across the globe.
- **Key Skill Areas:** Product Life-cycle Management, Solutions Consulting and Delivery, Product Marketing, Usability and Design
- **Proficient in:** Agile, RallyDev, UX, Balsmiq, Axure, AWS, Web Analytics, Excel, HTML/CSS/JS, Sitecore, Wordpress, etc.

Experience

Impetus Technologies

Product Manager – StreamAnalytix *May 2015 – till date*

- Responsible for **vision & strategy, roadmap execution**, and **product marketing** for **StreamAnalytix**.
- Communicate frequently with customers, sales, and **research analysts** to **identify trends**, groom roadmap, and concept validations.
- Support Marketing with the content for product **collaterals, digital campaigns** and **GTM execution, product releases**, and branding activities.
- Work closely with fast paced **iterative product development**, making calls on product features and functionality.
- Maintain a healthy **product backlog** with **new features** to meet competition and **enhancements** to deliver customer satisfaction.
- **Leading** a team of **UX Designers** and **Content Writers** while driving an integrated team of ~30.

Persistent Systems

Technical Product Manager – Cisco Show and Share *Jul 2013 – May 2015*

- Responsible for product roadmap execution and development of Cisco’s **video collaboration platform - Show and Share**.
- Worked with **customers** and **integration partners** to build new features, UX to conduct **usability testing**, and pre-sales for **RFIs** and **demos**.
- **Techno-functional role** to draft high level requirements, and work with engineering to plan releases and drive sprints.
- Created an **advance search system** using **patented Pulse Analytics Technology** to provide an edge over competition from sales perspective.
- Developed and established strong relationships with Cisco stakeholders to identify **new business opportunities**.

Product Specialist – Yahoo! Media Modernization *Sep 2012 – Jul 2013*

- Worked with **Regional Product Marketing Managers** to understand requirements, prepare roll-out plan and present to Yahoo! management.
- Worked with Yahoo! Engineering to launch 11 new websites for **Movies, Weather, Games**, etc for **LATAM, Middle East**, and **Asia** regions.
- Collaborated with third party website **content providers, SEO** and **Localization** teams to on-board content.

Zycus Infotech

Asso. Product Manager – eProc *May 2011 – Aug 2012*

- Defined product **roadmap**, created **user stories**, worked closely with **Architects**, managed releases, spearheaded usability and documentation, and executed sprints using Agile best practices for a **SaaS** based B2B e-procurement product.
- Worked in “**Innovation Labs**” team for **generating new ideas for product** development.
- Responsible for product development life cycle from **ideation, designing, development** to customer query resolution.

HCL Technologies

Business Analyst – PMSmart *Oct 2007 – Apr 2010*

- Responsible for PMSmart **tool consulting** and customer presentation to various project teams at HCL for PMSmart.
- Gathered requirements, prepared project plan for **implementation** of PMSmart into a project, and conducted **functional trainings**.

Education

Great Lakes Institute of Management Chennai *2010 – 2011*

Post-Graduation Program in Management - Finance & Information Technology (Grade: Cum Laude)

- Empirical Study - “Industry Specific Cloud implementation model”.
- Economic analysis of banking industry in India, which incorporated comparative analysis of two banks.

Uttar Pradesh Technical University Lucknow *2003 – 2007*

B-Tech in Electronics & Tele-communication (72.9%)