

# Sarthak Garg

## Enterprise Product Manager

Noida | +919867670321 | gargsaar@gmail.com

[sarthakgarg.com](https://sarthakgarg.com)



### Summary

Experienced product manager specialist in designing B2B products and setting a vision focused on improving customer experience and using new age technologies including ML & AI.

### Work Experience

Senior Product Manager- Lending Analytics 2017-05 - Present

#### Nucleus Software

- Defined product vision and owned the roadmap of a B2B SaaS ML & AI platform.
- Formulated strategies to penetrate into newer segments (Finance Companies) through innovative product offering (Pre-built Predictive Models) and go-to-market planning.
- Worked closely with sales to close deals helping them achieve 100% sales target for 2 years in a row through business case based value selling approach.
- Spearheaded partnership engagements to boost channel sales resulting in strategic partnerships with 2 SEA companies generating pipe worth \$2mn in a year.
- Implemented the concept of Business Value Realisation to improve product ROI.
- Built predictive analytics models for credit risk assessment using alternate data.
- Created AI based chat bot for loan servicing on Whatsapp using Twilio & Rasa.

Product Manager - StreamAnalytix 2015-05 - 2017-05

#### Impetus Technologies

- Product Owner for StreamAnalytix, a self-service analytics and machine learning platform powered by Open Source Big Data Processing Engines (Apache Spark), responsible for product definition/ roadmap, UI/UX, and release management.
- Established better product management and development practices for Engineering team to improve productivity.
- Created customer support portal and discussion forum to improve user adoption.
- Conceptualised and executed a creative marketing campaign resulting in increased sales lead generation by 30%.
- Built a Real-Time Call Center Monitoring Solution with a Customer 360 View for a leading Cable TV and Telecom provider in the US.

Tech Product Manager - Cisco 'Show and Share' 2013-07 - 2015-05

#### Persistent Systems

- Reported to Cisco's Product Head to understand product requirements, prioritise product backlog, release planning, interact with integration partners and customers.
- Translated roadmaps into manageable product backlog, participated in Scrum as Product Owner, conducted user acceptance testing.
- Worked with Engineering on sprint planning, architecture/ technology discussions.
- Worked with Cisco's design team on usability testing (Heuristics and A/B testing).
- Worked on Cisco's advanced video technology, Pulse Video Analytics to help users search for specific content or speakers in a video.

Product Manager - eProc 2011-05 - 2012-08

#### Zycus Infotech

- Hired by CEO for conceptualising from scratch a SaaS based e-procurement product.
- Defined the product roadmap based on company vision, competitive moves, existing customers, and industry updates from domain experts (Gartner/ Forrester).
- Detailed definition of product feature and document them in the form of User Stories to be consumed by the Engineering and QA team for development.
- Conducted 50+ demos in a year and traveled extensively to meet prospects.
- Worked with Marketing for content and campaigns execution.

Business Analyst - PMSmart 2007-10 - 2010-04

#### HCL Technologies

- Handled some of the biggest HCL clients as a Business Analyst for a project to migrate project planning and management from Microsoft MPP to PMSmart tool.
- Embedded Software Engineer for Boeing project involved in the testing of Boeing 787 Dreamliner's hydraulic function using aircraft simulators.

### Areas of Focus

#### Product Management

Product Roadmap, Market Research, Business Value Realisation, Strategy, Pricing, Release Management

#### ML & AI

Predictive Modeling, Business Analytics, AI Bots, NLP

#### Product Marketing

Go-To-Market, Value Based Selling, Brand Building, Community Development, Lead Generation

### Area of Interest

Machine Learning, AI, Creative Writing, Storytelling, UI/UX, Python, Streaming Data Analytics, Graph Analytics

### Certifications

Design Thinking

Certified Scrum Master

Creative Writing

### Tools

RallyDev, Jira, Balsmiq, Axure, Google Analytics, GitHub, AWS, Tableau, Rasa, Markdown, Discourse, Pycharm, Twilio

### Education

Post Graduation in Mgmt (2010-11):

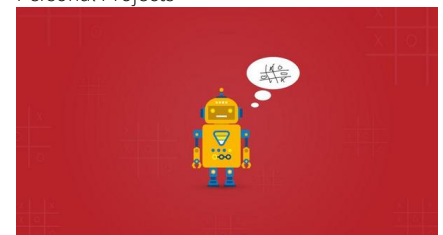
Great Lakes Institute of Mgmt, Chennai

B.Tech, Electronics (2003-07):

Uttar Pradesh Technical University

### Portfolio

#### Personal Projects



#### AI bot for Tic-Tac-Toe

Based on MiniMax algorithm powered by Kivy framework for app development