

Sarthak Garg

Enterprise Product Manager

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sarthakgarg.com



Summary

Experienced product manager specialist in designing B2B products and setting the product vision with a focus on improving customer experience and making decisions based on data-driven insights

Work Experience

Senior Product Manager

2017 - Present

Nucleus Software

- Product Owner for Nucleus Lending Analytics, a SaaS-based Machine Learning platform for Banks and Financial institutions to build ML models easily and quickly.
- Responsible for setting the product vision, defining the product roadmap, go-to-market planning and execution, business development, and customer success.
- Built the world's only specialist ML platform for lending used by 10+ Banks & FIs globally.
- Formulated go-to-market strategy to penetrate into newer markets (South East Asia).
- Helped sales achieve 100% target by preparing business case for customers for Value Selling.
- Spearheaded partner engagements to boost channel sales resulting in strategic partnerships.
- Implemented the concept of Business Value Realisation to improve product adoption.
- Created a first-of-its-kind conversational AI chatbot for loan servicing on Whatsapp.
- Leading the customer and partner portal initiative to improve customer experience.
- Speaker at international industry events such as ADB, Manila 2019, and writer @ Medium.

Product Manager

2015 - 2017

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.

Technical Product Manager

2012 - 2015

Persistent Systems

- Technical product manager for Cisco Show-n-Share, a video collaboration platform powered by advanced video technology that enabled users to search content or speakers in videos.
- Owner of the product backlog, translated product requirements into user stories.
- Worked with Engineering on sprint planning, architecture/ technology discussions.
- Worked with Cisco's design team on usability testing (Heuristics and A/B testing).

Associate Product Manager

2011 - 2012

Zycus Infotech

- Hired by CEO for conceptualising from scratch a SaaS based e-procurement platform, 'e-Proc'.
- 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.

Software Engineer

2007 - 2010

HCL Technologies

- Embedded Software Engineer for Boeing project involved in the testing of Boeing 787 Dreamliner's hydraulic function using aircraft simulators.
- Coder in C programming language

Area of Focus

Product Management



Market Research, Strategy, Pricing, Value Selling, Business Value Realisation

ML & AI



Predictive Analytics, Natural Language Processing, Conversational AI

Product Marketing



Go-To-Market Strategy, Digital Lead Generation, Community Development

Area of Interest

NLP, Python, Creative Writing, Storytelling

Certifications

Certified Scrum Master

Creative Writing

Tools

RallyDev, Jira, Balsmiq, Axure, Google Analytics, GitHub, AWS, Tableau, Rasa, Markdown, Discourse, Pycharm, Twilio, Jupyter, Wordpress, Trello, MS Office, Mail Chimp, Optimizely

Education

Post Graduation in Mgmt (2010-11):

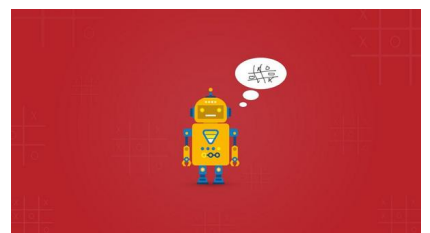
Great Lakes Institute of Mgmt, Chennai

B.Tech, Electronics (2003-07):

Uttar Pradesh Technical University

Personal Projects

<https://github.com/gargsaar>



AI bot for Tic-Tac-Toe

Built on Kivy, a python based cross-platform application development framework.

Writer @ Medium

<https://bit.ly/3jFoOe3>