Sarthak Garg

Enterprise Product Manager

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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 Data Analytics platform for Financial institutions to build, deploy, monitor predictive analytics models without any coding.
- Responsible for setting the product vision, defining the product roadmap, go-to-market planning and execution, sales augmentation, and business value realisation.
- Rich Lending domain knowledge with hands-on coding expertise in Machine Learning & Python.
- Working closely with Sales to achieve 100% sales targets helping them with the business case for value selling, product demos, pricing strategy, and competitor analysis.
- Spearheading partnership engagements to boost channel sales resulted in strategic partnerships with 2 SEA companies generating pipe worth $2mn in a year.
- Implemented the concept of value realization resulted in improved customer retention by 20%.
- Interest Area - Conversational AI. Developed a chatbot for loan servicing using Rasa & Twilio.
- 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
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Market Research, Strategy, Pricing, Value Selling, Business Value Realisation

ML & AI
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Predictive Analytics, Natural Language Processing, Conversational AI

Product Marketing
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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
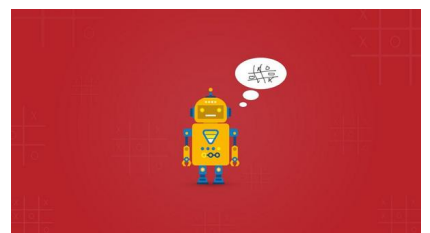
Education

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