Sarthak Garg

Enterprise Product Manager

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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   2017 - Present

Nucleus Software

- Product Owner for Nucleus Lending Analytics, a SaaS-based Machine Learning platform.
- Responsible for setting the product vision, defining the product roadmap based on company vision, competitive moves, existing customers, and industry updates from domain experts (Gartner/ Forrester).
- Formulated strategies for penetrating into newer markets (SEA) through an innovative product offering that enabled Banks/FIs to tap into new segments.
- Worked with sales to close deals helping them achieve 100% sales target through Value Selling.
- Spearheaded partnership engagements to boost channel sales resulting in strategic partnerships with 2 SEA companies generating pipeline worth $2mn in a year.
- Implemented the concept of Business Value Realisation to improve product adoption.
- Built machine learning models for credit risk assessment using alternate data.
- Created AI based chat bot for loan servicing on Whatsapp using Rasa and Twilio.

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