Sarthak Garg

Enterprise Product Manager

Noida | +919867670321 | gargsaar@gmail.com

🌐 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

- Product Owner for Nucleus Lending Analytics, a SaaS based Machine Learning platform.
- Built predictive analytics models for credit risk assessment using alternate data.
- Created AI based chat bot for loan servicing on Whatsapp using Rasa and Twilio.
- Formulated strategies to penetrate into newer segments (Finance Companies) through innovative product offering (Pre-built Predictive Models) and go-to-market planning.
- 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 ROI.
- Mentored and lead a team of 5 Product Managers.

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

ML & AI
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Predictive Modeling, Business Analytics, AI, Chat Bots, Statistics

Product Marketing
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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
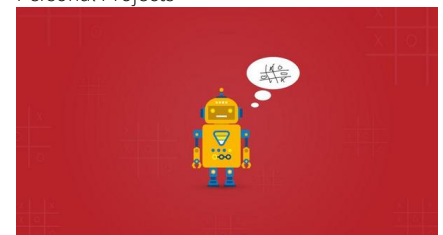
Education

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