

Sarthak Garg

Enterprise Product Manager

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Summary

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

Work Experience

Head of Product- Lending Analytics

2017-05 - Present

Nucleus Software

- Product Owner for Nucleus Lending Analytics product, responsible for product vision, roadmap, and go-to-market strategy.
- Work closely with sales to close deals helping them with business case for value selling, product demos, and negotiations on pricing and contract.
- Spearheading partnership engagements to boost channel sales, resulted in strategic partnerships with 2 SEA companies generating pipe worth \$2mn in an year.
- Introduced and implemented the concept of Business Value Realisation for improving the user adoption of the product.
- Gain a deep understanding of users and customers, identify and fill product gaps and generate new ideas that improve user experience and drive growth.

Product Manager - StreamAnalytix

2015-05 - 2017-05

Impetus Technologies

- Work with the top management on defining the product strategy.
- Be responsible for the product vision, planning, design, and usability.
- Conceptualized and executed creative marketing campaigns resulting in increased sales lead generation by 30% and web traffic by 50%.
- Created customer support portal, online help, and discussion forum from scratch.

Tech Product Manager - Cisco 'Show and Share'

2013-07 - 2015-05

Persistent Systems

- Work with Cisco product management team on defining the product roadmap, release planning and execution.
- Translate roadmaps into manageable product backlog, understand the features and changes in product requirements & support the sprint planning exercises.

Asso. Product Manager - eProc

2011-05 - 2012-08

Zycus Infotech

- Appointed by the CEO to lead the SaaS based B2B e-procurement product management, and UI/UX teams.

Business Analyst - PMSmart

2007-10 - 2010-04

HCL Technologies

- Perform project management function start from gathering business requirement, development and implementation life cycle, testing until product delivery.

Areas of Focus

Product Management

Product Vision, Market and Competitive Intelligence, Business Value Realisation, Community Forum

Sales Augmentation

Value Based Selling, Partnerships, Pricing, Negotiations, Storytelling

Product Marketing

Go-To-Market, Digital Marketing, Lead Generation, Brand Building, Customer Loyalty

Area of Interest

UX, Go-to-Market Strategies, ML/AI, Real-time Analytics, Storytelling

Certifications

Certified Scrum Master

Design Thinking

Creative Writing

Tools

RallyDev, Jira, Balsmiq, Google Analytics, GitHub, AWS, Tableau, Python, Big Data Stack, Discourse

Education

PGPM (2010 - 2011)

Great Lakes Institute of Mgmt, Chennai

B.Tech (2003 - 2007)

Uttar Pradesh Technical University