

GAURAV KUMAR DANI

PROFESSIONAL SUMMARY

Product leader with 7+years (14+ overall) in data product management specializing in solutions around analytics, marketing & ad-tech data platforms, AI based user personalization & user privacy.

WORK HISTORY

Lead Product Manager - Data Products, Marketing Tech & AI Strategy. 01/2021 to Current

Seven One Entertainment Group - Munich, Germany

- Built retargeting, exclusion ad-tech products
- Boosted clickthrough rates 10-12% with AI-driven content recommendation strategy. Focus – low activation cohorts
- Deliver an **Audiences Initiative product** for the company's marketing needs. We successfully chased a conversion growth target of 10% improvement on return on ad spend
- Cost Saving Of \$300K/year, replace Segment **customer data platform** with internal company product. Iteratively eliminate data pipelines leading to monthly savings
- Strategized universal IDs like Liveramp ATS, EUID, NetID for cookie-less personalization strategies. Our average known user match rates saw an improvement of 15-25%. Previous methods were cookie dependent and based on household identity graph
- Championed a new product offering for agencies and advertisers – the **data clean room solution** – enabling 1st party data to be enriched with 2nd and 3rd party data
- Launched **consent management solution**, ensuring compliance with Austria/CH data laws. Consent Rate > 90% (DE, AT, CH). Also , collaborated with engineering to develop pioneering TV based consent management product(AT/CH)
- Launched data product in Austria/Switzerland, measuring 1.2M MAUs in DACH (german-speaking) region
- Expanded Joyn's reach, adding 500K MAUs via Telekom, Sky, Waipu.
- Led adoption for product analytics, Mobile measurement platforms & customer data platforms for improved data processing and insights. (Adjust, Exactag, Mixpanel, Segment, Hightouch, ADEX)
- Coordinated with Legal department and framed a compliance strategy for Products handling data (data at collection, data at ingest, data at storage, data at transit, data at destination)
- Streamlined subscription data workflows for the new payment vendor – Billwerk
- Improved **data quality in reach measurement tools** like Nielsen, ComScore, Sentic, GfK which are used for benchmarking content across digital publishers and Linear TV. (AGF, AGOF). (Variation < 5% between internal and external measurement)
- Devised a data measurement strategy on CTV & Mobile platforms for company's new FAST / On Demand Channel Product

Analytics Manager, 06/2018 to 12/2020

Optum Global Solutions (OGS) - New Delhi, India

- Transformed observations into insights, driving actions via A/B testing.
- Improved **engagement rate** by 47%, Increased engagement rate through optimization initiatives. We ran 50 Experiments with 47% Avg. uplift for Optum assets.

CONTACT

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SKILLS

- Product Management & Strategy,
- Product analytics (Mixpanel, Adobe Analytics, Google Analytics, SQL, dbt, Python)
- A/B testing, Customer Data Platforms, CRM Platforms
- Ad - Tech, Marketing – Tech
- Data Privacy (IAB-TCF, GDPR, TTDSG, CCPA)
- Design thinking, Data-driven decision making, Critical thinking
- Digital marketing

LOCATIONS

Munich, Germany & New Delhi, India

EDUCATION

Post Graduate Diploma, General Management, 03/2013

Goa Institute of Management -

India, India

GPA: CGPA 4.9

Bachelor of Technology, Computer Science Engineering, 08/2008

Guru Gobind Singh Indraprastha

University - India, India

GPA: 78%

- **New Business Generation \$**, Championed data-collection-module migration for 35 assets, paving way for new business (11 FTE) from a different legal entity in the group (estimated rev: \$600K \$30/hr/FTE).
- Managed data enablement products for insights and conversion optimization.
- Designed products to remove PII, improve dashboards, and sync CRM data.
- **Devised a measurement strategy** for Optum's inhouse medical benefits e-commerce product – now.optum.com. The strategy divided measurement into acquisition, interest, desire, action funnel. Product helped

Assistant Manager, 12/2016 to 01/2018

Vodafone Group - Vodafone India Services - Pune, India

- Implemented & governed digital analytics for eCommerce, apps, and personalization.
- Migrated measurement solutions from legacy methods to Tealium customer data platform. Overall process improved general KPIs by 10%.
- Travelled to Egypt, coached the engineering team on Analytics Measurement and Experimentation platforms. Outcome : Enabled measurement on new consumer facing self-service Vodafone app UK.
- Developed performance dashboards for CXO-level insights.

Senior Process Manager, 05/2013 to 12/2016

eClerx - Mumbai, India

- Led Digital Analytics Operations for Banking and Financial Services – Credit Card Application forms for US markets. Outcome – enabled measurement for analytics reporting on credit card sales operations.
- Led 150 FTEs in tax operations, ensuring accurate 1099 reporting.
- Helped scale up Tax operations business unit from 12 FTE to 150 FTEs offering error reconciliation, remediation, query resolution and building internal expertise along the way.

Founder, Rockalytics Consulting Services (2020 – 2022)

Delhi, India

Rockalytics Consulting Company From 2020 to 2022, I ran my own analytics consulting company generating **\$100K in gross revenues**. We offered end – to – end services in an analytics value chain from Analytics measurement, data visualization, insights generation, conversion rate optimization & audience activation. I did so by offering expertise in tools like google analytics, adobe analytics, mixpanel, segment, customer journey analytics. I also built data products which would help stitch CRM and Analytics data in a user profile and progressively filter prospective customer into lifetime stages for personalized product targeting. I also designed measurement strategies for Travel, ed-tech & ecommerce products.