

Gauthami Hanamakonda

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SUMMARY

Product Manager with 4+ years building and shipping B2B SaaS products for Fortune 500 clients, including BGE, Coca-Cola, and Orange EU. Led 100+ customer discovery sessions to drive roadmap decisions grounded in user needs and market data. Strong technical foundation in IoT APIs, system integration, and SQL analytics.

PROFESSIONAL EXPERIENCE

Product Strategist | Fayble Inc

October 2025 - Present

- Redirected product strategy from Europe to ASEAN after analyzing 50+ countries using a custom n8n market research agent, identifying a \$2.65B opportunity with lower regulatory risk
 - Reduced MVP launch timeline from 5 months to 3 by prioritizing core features for initial release, accelerating market entry, and enabling earlier investor engagement

Product Manager Intern | Mudder AI

January 2025 - May 2025

- Pivot product direction from wildfire to hurricane prediction based on 100+ customer interviews, securing \$19K in paid pilots from 2 emergency management centers
 - Defined MVP feature set through customer feedback and Amplitude analytics, achieving 11 of 14 features accepted for paid pilot, delivering 8 weeks ahead of schedule
 - Co-built pitch deck and presented at Yale Pitch Competition, winning \$35K first place among 15 startups and validating product-market fit through NSF I-Corps program

Associate Product Manager, Founding Team | N-Smart Inc

February 2022 - August 2023

- Owned product roadmap and feature definition for 3 B2B SaaS products, including Smart Pole, Tool Tracking, and Inventory, creating wireframes and user flows that translated vision into executable releases
 - Advocated for product-specific feature sets over unified platform approach, eliminating scope creep and accelerating time-to-market by 30%
 - Converted 3 PoC to production contracts, deploying across BGE's 800-truck fleet in 14 locations with 95% system uptime
 - Configured Particle API for IoT sensor integration, wrote SQL queries for BLE tag analytics, and built Power BI dashboards tracking 450 fleet assets

Technical Business Analyst | Nivid Technologies

December 2020 - January 2022

- Authored 16 user stories for ML-powered geofencing feature that prevented \$70K annually in theft losses, achieving 98% client satisfaction across deployments
 - Developed Power BI dashboard tracking route efficiency and fuel costs, delivering production-ready analytics that improved operational efficiency by 30% and generated \$40K in annual savings

Business Analyst | Conscious AI

January 2020 - November 2020

- Mapped workflows for 4 public sector clients in banking, healthcare, and government using Visio, Miro, and Python scripting, achieving 40% efficiency improvements

SKILLS

Product & Business: Customer Discovery, User Interviews, Stakeholder Management, Roadmap Prioritization, RICE, MoSCoW, PRDs, User Stories, UAT, Wireframing, A/B Testing, Competitive Analysis, Go-to-Market Planning, MVP Scoping, Agile, Scrum

Tools: Jira, Confluence, Amplitude, Miro, Figma, Lucidchart, Visio, HubSpot, Power BI, SAS Enterprise, Google Analytics, Postman

Technical: SQL, MariaDB, Snowflake, Python, MS Excel, REST APIs, IoT Platforms, Particle Console, BLE Sensors, AI Agents, LLM Development, Claude, LangChain, Hugging Face, AWS, SDLC

EDUCATION

Master's in Business Analytics and Project Management - STEM | University of Connecticut School of Business

Bachelor's in Technology Information Technology | Jawaharlal Nehru Technological University - Hyderabad, India

CERTIFICATIONS

Professional Scrum Product Owner I - Scrum.org | Amplitude Analytics | Google Analytics | Postman API Fundamentals | Jira Fundamentals | IBM Data Science | Generative AI for Project Managers - PMI