

ADITI TIWARI

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SUMMARY

Product leader with 7 years experience in technology companies. Proven track record in product management and data-driven decision-making, impacting product growth and retention for \$100Mn+ business units

SKILLS

Tools: JIRA, Confluence, Monday, Excel, VWO, Amplitude, Figma, Miro, GA 4, SPSS, Power BI, Tableau
Languages: SQL, Big Query, Python, C, R, HTML, Javascript

FULL-TIME WORK EXPERIENCE

- **Lead - Product Led Growth, BrowserStack** May '23 – Aug '23
 - Led initiative to improve multi-product exploration on website and app, working closely with Founder/CEO (Revenue \$100M+, 60k+ daily users, double digit uplift in leading metrics for user acquisition)
 - Defined success metrics, designed A/B experiment strategy and worked with UX team on implementation
- **Product Manager, Gartner** Apr'19 – Mar '23
 - Planned yearly business goals and tech product roadmap for Gartner's Product Marketer role focused portfolio (Revenue \$300M+, 3000+ tech vendor customers, double digit CAGR)
 - Collaborated with sales, service and research leaders to inform product backlog and GTM strategy; Responsible for monthly business reviews and program managing quarterly feature releases
 - Defined and monitored digital engagement success metrics for customer (and sales) facing platforms, resulting in upwards of 20% adoption, retention and new business growth
 - Two years experience managing team that provided financial and business insights for senior leadership
 - Built and scaled BI dashboards to monitor key metrics, and prioritize growth & retention drivers
 - Worked in agile dev team and created PRDs for engineering, working backwards from customer needs
 - Maintained customer feedback loop with automated surveys, client interviews and in-product nudges
 - Drove 1.4x operational efficiencies by correlating key revenue drivers with service associate actions
- **Senior Business Analyst, Gartner**
 - Developed value delivery plans with actionable insights and recommendations for CIOs (\$50M ARR)
 - Program managed high-visibility retention pilots for risky renewals resulting in \$15M+ incremental revenue; Built enhanced risk prediction dashboards in collaboration with Data Science team
- **Associate, Mark88 Capital LLC** Nov'18 – Apr '19
 - Led cross-functional taskforce of Finance and Marketing teams to improve monetization for K-12 education assets through growth initiatives and support fundraising activities
- **Management Associate, Edelweiss Tokio Life Insurance** Jul'17 – Feb '18
 - Provided executive support, market trend reports, industry insights, key financial and operational metrics to CEO. Led three cross functional strategic assignment to improve sales operation processes
- **Software Engineer, Ericsson R&D** Jul'14 – May '15
 - Programming for software optimization and network performance of flagship Smart Services Routers and Broadband Network Gateway technology deployed in 42+ countries by 66+ telecom operators
- **Technology Intern, Morgan Stanley** Jul'13 – Dec '13
 - Independently developed product for global sales desks/exchanges using Java, SQL and Angular JS

EDUCATION

- **University of Illinois, Urbana-Champaign, USA** May 2024
Master's in Business Analytics
- **Indian Institute of Management, Calcutta, India** 2017
Two-year Flagship Post-Graduate Diploma in Management (MBA)
Interned at global PE/VC firms (Clearwater Capital, Mountain Partners)
- **UCD Michael Smurfit Graduate Business School, Ireland** 2017
CEMS Master's in International Management
- **Birla Institute of Technology and Science, Pilani, India** 2014
Four-year integrated M.Sc.(Tech) Information Systems