

# ANISH SHARMA

PRODUCT MANAGER · ENTREPRENEUR - LEADING NEW INITIATIVES

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## SUMMARY

I'm an entrepreneur, and a bio-medical engineer. I founded and led SWFTCharge, which I successfully exited. Since the exit I travelled extensively, and have been consulting entrepreneurs on their ventures, and products. I most recently joined Skylight to help grow their new product lines and partnerships following their Series A. I believe my skillset is uniquely suited for a career in Product Management.

## SKILLS

<b>Business</b>	Product Management, Enterprise Software, Customer Interviews, Business Intelligence
<b>Software</b>	Google Cloud Suite, GApps, Adobe Creative Suite, Excel, MATLAB, InvisionApp, Balsamiq
<b>Design</b>	Design Thinking, User Experience Design, User Interface Design, Mobile Design
<b>Technology</b>	C, RobotC, SQL, IOS – TCL, ACL, Apple Script, Bash Script, Python, HTML, CSS, JavaScript, LaTeX
<b>Strategy</b>	Cross Functional Team Lead, Stakeholder Management, User Stories, Product Lifecycle, Product Roadmap, Project Planning, Lean Startup, A/B Testing, Quantitative Data Analysis, Profit & Loss, Forecasting

## EXPERIENCE

### PRODUCT MANAGER (SENIOR GENERALIST – GROWTH & PRODUCT)

2019 - 2020

#### Skylight Tools Inc.

Skylight is focused on using technology to reimagine the home renovation experience. At Skylight I worked with the management team to create new sales channels, internal processes, and launch new product offerings.

- Created stakeholder consensus across the organization's leadership and various teams, projecting the value-added by launching new product offerings and limiting scope
  - Skylight Recommended reduced the time it takes to begin construction by up to 4 weeks or 25% compared to our standard offering. Thereby, offering our clients a fast and easy renovation process.
  - Operationalized our Material Bank partnership allowing us to deliver renovation material samples to a client's home overnight. This partnership will eventually lead to eliminate the need for clients to visit any showrooms.
- Streamlined the product execution process for our clients and internal teams allowing for an increase in capacity of concurrent projects
  - Improved the client deliverable definitions of our renovation visualizations. Through this funnel iteration, we delivered faster turnaround times for the 3D renders of a proposed renovation. Improving key KPIs.
- Developed analytics dashboards based on critical KPIs to visualize project P&L
- Converged internal data sources to forecast future material sample orders based on projected growth and demand

### PRODUCT LEAD & CO-FOUNDER

2016 - 2018

#### SWFTCharge Inc. (*Successfully Exited*)

I launched and led this venture from the time it was a product focused company to our pivot into a service based company. We recognized the market need after conducting hundreds of customer interviews and executed plans to launch our self-funded MVP in Canada. After generating significant revenues through our MVP, I led our funding round to raise \$500,000 through angel investors to expand the company across various music festivals in North America and beyond.

- Developed and launched a service focused on eliminating battery anxiety at large scale events (Electric Forest, Coachella, Lost Lands, Boots & Hearts, etc.)
  - SWFTCharge provides access to wire free charging devices that allow users to keep their phones charged throughout the duration of a multiday event
- Continuously adapted the business model and the service based on customer needs as well as stakeholder requirements
- Negotiated multi-year exclusive contracts with multinational corporations that operate events to secure our sales channel
- Increased revenue 6x YOY using the resources secured through the funding round
- Created the logistics and operations roadmap to support events happening concurrently across North America

## EDUCATION

### BACHELOR OF SCIENCE IN ELECTRICAL ENGINEERING (BIOMEDICAL)

2013 - 2017

Queen's University, Kingston, Ontario, Canada

## AVOCATIONAL ACTIVITIES

### DUE DILIGENCE LEAD

#### York Angels Investors

The York Angel Investors is Canada's largest group of angel investors with a broad range of professional experience. I previously received a term sheet from YAI for my own venture and have since joined the group to assist investors through the due diligence process.

- Worked on developing the due diligence process and conducted due diligence for incoming investment opportunities

### WINNER & FINALIST

#### The Next 36: Wearable Tech Hackathon hosted by Google

- Combined the functionality of both the Myo (Thalmic Labs) and the MeU to create the 'NightHawk' in under 12 hours
- Created an application to automate transit terminal transactions using the Nymi bracelet, and a MasterCard API
- Videos showcasing the ideas, and other project details are available on my LinkedIn page