SIVA SURYANARAYANA NITTALA

Sr. Product Manager

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India

With over two decades of leadership in product management, I am impassioned to bring my expertise in network security and GTM strategies to Palo Alto Networks as a Principal Product Manager. My commitment to innovation, customer engagement, and delivering impactful security solutions aligns with Palo Alto Networks' mission to protect our digital way of life. I am eager to contribute my experience in cross-functional team leadership, market analysis, and product evangelism to drive the Network Security Management product line towards excellence. At Palo Alto Networks, I am excited about the opportunity to leverage my deep understanding of cybersecurity to develop competitive service offerings and foster strong customer relationships that underpin product success.

Professional Summary

- Over 24 years of experience in leading cross-functional teams to deliver innovative products, with a focus on IT and network security management.
- Expert in developing and executing GTM strategies, ensuring alignment with organizational objectives and customer journey optimization.
- Proven track record in product roadmap visioning and multi-year planning, with successful implementation of complex technical projects.
- Strong technical background with in-depth knowledge of front-end and back-end technologies, network architecture, and cybersecurity.
- Skilled in market analysis, competitive analysis, and customer engagement, with achievements in product innovation and monetization strategies.
- Demonstrated success in feature prioritization, tradeoff decision-making, and new product introduction processes.
- Active customer engagement with a strong focus on relationship development and customer satisfaction.
- Proficient in collaborating with marketing and technical teams to create product-related sales and marketing materials.

Career Timeline

Oct 2018 - Apr 2024	**Sr. Product Manager- Enterprise Switching** Cisco Systems India
Feb 2011 - Oct 2018	**Presales Consultant , Global Accounts** Cisco Systems India
Apr 2008 - Feb 2011	**Sr. Technology Consultant** Nortel Networks/ Avaya India Pvt. Ltd.
Sep 2006 - Feb 2008	**Technology Consultant** 3Com India Pvt. Ltd.
Apr 2004 - Sep 2006	**Presales Consultant** 3D Networks Pte. Ltd.
Nov 1997 - Mar 2004	**Technical Consultant** Intercon Systems Pvt. Ltd.

Work Experience

Oct 2018 - Apr 2024

Sr. Product Manager- Enterprise Switching

Cisco Systems India

Workdone:

- Mentored teams and led the GTM strategy and tactics in partnership with product management, sales leadership, demand generation and field marketing
- Developed the strategy and assumed accountability for overseeing the vision and multi-year roadmap of platforms facilitating Go-To-Market (GTM) initiatives throughout the entire customer journey

Soft Skills

Communication Leadership Teamwork
Problem-Solving

Technical Skills

Product Lifecycle Management	■■■■■
Cyber Security	■■■■□
Network Security Management	■■■■□
Customer Relationship Management	■■■■□
Market Analysis	■■■■□

Core Competencies

- Product Management & Strategy
- Cybersecurity Expertise
- Customer Engagement & Relationship
- Cross-functional Collaboration
- Market Analysis & Positioning

Certifications

- Cisco Certified Internetworking Expert, CCIE #66867
- Lead Auditor in Information Security Management Systems ISO/IEC 27001:2022
- Certified Professional Forensic Analyst
- Palo Alto Networks Certified Network Security Engineer
- Certified Ethical Hacker (CEH)

Education

- **Executive Program in Product Management**
  Indian School of Business
  Nov 2021 - Mar 2022

- **Advanced Program in Cyber Security and Cyber Defense**
  Indian Institute of Technology, Kanpur
  2020 - 2020

- **B.E. in Electrical and Electronics Engineering**
  Bapuji Institute of Engineering & Technology, Davanagere
  1993 - 1997

Hobbies

- Collaborated closely with cross-functional partners, including GTM teams, to synchronize visions and priorities, encompassing both customer-facing and operational aspects
- Teamed up with cross-functional groups to strategize and execute end-to-end product delivery, ensuring seamless coordination throughout the process
- Provided comprehensive product requirements to engineering teams, actively collaborating with them to ensure timely delivery of feature releases
- Spearheaded the business model strategy for security products and expansion into new markets
- Collaborated with the broader product and engineering team to formulate a strategy for product monetization
- Performed market analysis and ensured that the prospects are aligned product with extensions with market opportunities
- Articulated the entire product vision, value proposition, and released objectives to the cross-functional team during the release planning phase
- Discovered user needs, pain points, and business opportunities through a blend of research, feedback gathering, and analysis

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Volunteering for tech education non-profits - demonstrating leadership and commitment to community development.

Strategic board gaming - fostering strategic thinking and decision-making skills.

Participating in cybersecurity forums - staying updated with industry trends and networking with professionals.

Achievements

- Pioneered the GTM strategy for Cisco's Enterprise Switching, resulting in the successful launch and market penetration of innovative Network security products.
- Instrumental in the development and execution of the Next-Gen Network Core Switching platform achieving notable customer satisfaction and retention rates.
- Co-Authored a Chapter -Collating Threat Intelligence for Zero Trust Future Using Open-Source Tools in
the Book --Implementing Enterprise Cybersecurity with Open-Source Software and Standard Architecture⌧

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