Harsh Vora

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Education

Duke University, Durham NC	**Aug 2023 – Dec 2024**

Master of Engineering Management with specialization in Product Management **(GPA** 3.9/4.0)
- Relevant Coursework: Design Thinking, Marketing, Finance, Competitive Strategies, Management in High Tech Companies.

VIT University, Vellore, India	**Jul 2017 – Jun 2021**

Bachelor of Technology in Computer Science Engineering **(GPA** 3.7/4.0)
- Relevant Coursework: Lean Startup Management, Business Management, Cybersecurity, Database Management Systems.

Professional Experience

Deloitte (India - Offices of the US) – Business Technology Analyst   **Jul 2021 – Apr 2023**
- Accelerated invoice and inventory management efficiency by 32% using agile methodologies-led design of 7 cross-platform applications, enhancing delivery speed to customers and overall system scalability.
- Achieved an 80% reduction in critical software defects during System Integration Testing phase by proactively identifying root causes and strategizing targeted defect resolution sprints using Jira.
- Transformed user experience metrics like Net Promoter Score and Customer Effort Score and boosted positive user reviews by 20% by enabling business teams with intuitive, no-code tools to rapidly iterate on customer-facing interfaces.
- Led cross-functional teams of engineers, product managers, and designers to manage full product lifecycles, ensuring consistent alignment with target market demands and overall company growth strategy.

MyCaptain – Product Marketing Intern   **Jun 2020 – Aug 2020**
- Catalyzed a 28% surge in sales and a 25% increase in revenue by engineering a dynamic marketing strategy using Python and ML for targeted, personalized ads.
- Reinforced brand loyalty and achieved a 21% increase in key performance indicators (KPIs) like customer retention by analyzing user feedback and market trends to propose and implement innovative customer loyalty programs.
- Enhanced user engagement, driving 30% in subscriptions by implementing gamification informed by customer feedback analysis.

Kalki Communication Technologies Pvt. Ltd – Product Management Intern   **Jun 2019 – Aug 2019**
- Created an innovative forecast dashboard for Power Generation firms, optimizing electricity distribution and redirecting surplus to achieve an 18% improvement in operational efficiency, resulting in a significant reduction of carbon footprint.
- Executed the integration of renewable energy forecasting models into the dashboard, facilitating a 20% increase in the utilization of green energy sources leading to reduced reliance on non-renewable resources.
- Boosted customer retention rate by 22% after interviewing plant managers to prioritize data -driven dashboard enhancements.

Product Experience

LastRocketHome – Product Management Student Consultant   **Aug 2023 – Nov 2023**
- Led the firm's transformation from consulting to SaaS model, developing a roadmap to enter the $850M predictive analytics space.
- Crafted 4 detailed user personas and compelling user stories through a design thinking approach, addressing consumer pain points identified by conducting over 60 stakeholder interviews.
- Forged a pivotal go-to-market (GTM) and product enhancement strategy with the CEO, targeting heightened client satisfaction.

CycLoan – Student Product Manager   **Jul 2019 – Nov 2019**
- Conducted market analysis for a bike lending service, developing a route-to-market (RTM) strategy that cut initial costs by 20%, increased campus coverage to 90%, and grew the user base by 40%.
- Performed break-even analysis of MVP, achieving a break-even point of 80 rentals a day and a 65% profit rate.

Leadership Experience

International Society of Automation (ISA-VIT) – Marketing Head   **Jun 2019 – Jun 2020**
- Orchestrated the planning and execution of dynamic marketing campaigns, boosting workshop and hackathon participation by 40% and attracting students from diverse universities across the country.
- Executed the SPARK annual technical festival, attracting 500+ attendees, securing key sponsorships, and featuring distinguished speakers from NASA, ISA Global, and industry leaders in IoT and AI.

Skills

- **Business**: Project Management, Agile methodologies, Scrum, Market research, Roadmapping, Competitive analysis, User experience (UX), A/B testing, Wireframing, API integration, Cross-functional collaboration, Data visualization, Data analytics, Documentation, User research, CRM, Product design, Troubleshooting, Product portfolio, Strategic marketing, Market segmentation.
- **Technical**: JIRA, Power BI, SAP, Tableau, Java, JavaScript, No-code/low-code, Web development, App development, SQL, HTML, CSS, ReactJS, XML, MySQL, Git, AWS, Azure, UI/UX, Cybersecurity, AI/ML, Python, R, MATLAB, Figma, Flutter, User interface UI/UX, Excel.