

HARSHITA SINGH

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EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA

May 2027

MBA (STEM); GPA: 3.7

- Honors: Dean's Merit Scholarship; Forté Fellow
- Membership: Marshall Product Club; Marshall Consulting & Strategy Club; Graduate Women in Business

National Institute of Technology (Top public university in India with 2% acceptance rate) – Nagpur, India

May 2016

Bachelor of Technology: Electronics & Communication Engineering; Minor: Computer Science

- Leadership: Corporate Relations Manager, The Entrepreneurship Cell; VP, Entrepreneurship Conference 2015 – partnered with 30+ Indian startups to support growth

EXPERIENCE

Salesforce, Inc. – Hyderabad, India

December 2021 – May 2025

Senior Software Engineer (Product Lead) (August 2024 – May 2025)

- Spearheaded 12-person cross-functional team to migrate financial data product from legacy packages to core Salesforce after 2-week deployments blocked adoption, reduced deployment time 14→2 days and drove 10% adoption increase
- Designed data summarization feature after financial analysts struggled working with large volumes of complex SQL data, putting \$10M revenue at risk; reduced support tickets 45% and saved \$10M by preventing customer churn
- Established quarterly business reviews for multiple financial products after executives lacked delivery visibility; implemented OKR planning, achieved 100% leadership satisfaction and improved on-time delivery 70%→90%

Software Engineer 2 (December 2021 – August 2024)

- Defined product vision and worked with engineers to build configurable forms product after customers required \$200k annually for custom form development; reduced implementation costs \$200k→\$0, drove 10% adoption increase across 150+ accounts
- Launched automated global form personalization feature after customers created 5+ forms for single use case; collaborated with cross-functional teams and aligned stakeholders, increased activation 45%→48% and reduced creation time 80%
- Drove design and development of middleware on top of Salesforce forms framework after 30% implementation failures threatened customer retention; collaborated with 5 engineers to reduce failures 90% and saved \$1M in potential churn
- Steered the onboarding of customizations of three new industries to configurable forms framework using the middle layer feature by collaborating with engineering and product leadership, and driving a 6% increase in adoption, generated \$100k ARR, earned Star Award (top 10%)
- Onboarded 3 industry customizations to forms framework using middleware architecture; collaborated with engineering and product leadership to drive 6% platform adoption increase and generate \$100k ARR, earned Star Award (top 10%)

Microsoft R&D – Hyderabad, India

November 2016 – December 2021

Software Engineer 2 (July 2020 – December 2021)

- Built centralized documentation platform after customer engineers spent 80+ hours learning new products and features; launched hub adopted by 4 teams (200+ engineers), reduced onboarding 50%

Software Consultant (August 2018 – July 2020)

- Designed AI sentiment platform for Middle East government processing 1M+ daily data points; built proof-of-concept with 90% accuracy, secured \$10M contract and Peak Performer Award (top 1% in a year) for this impact
- Created product strategy and built secure data access system for US insurance client (CDCN) after IT Admins struggled with serving customers; implemented user-generated, transient and unique URLs, improved service efficiency and NPS from 30→40
- Influenced 1,000+ professionals and converted 100+ companies to product trials by hosting Azure DevOps booth at Microsoft Tech Ready '20 and collaborating with cross-functional leaders
- Built reusable biometric authentication framework after identifying security gaps across mobile projects; framework added to IP bank, adopted by 4 apps, improved CSAT 3% each

Associate Software Consultant (November 2016 – August 2018)

- Launched Peruvian Tax Management system by creating roadmap and product requirements enabling government to manage taxes faster and at scale; collaborated with stakeholders to reduce tax processing time 20% and secured \$50M contract renewal
- Designed AMC movie app feedback feature after low ratings on App Store and Play Store; implemented guided prompts, increased average user reviews from 2→5 stars and earned Super Rookie award (top 10%)

SKILLS & INTERESTS

- Product: Product Management, Product Strategy, Program Management, Market Research, Roadmapping, Product Lifecycle, Data Analytics, Product Requirements Document (PRD), Business Strategy, Data-driven Insights, KPI Tracking
- Technical: System Design, Computer Science, SQL, Salesforce, LWC, Aura, Java, C#, Microsoft Azure
- Tools: Excel, Tableau, Confluence, PowerPoint, Figma
- Methodologies: Agile, SCRUM, A/B Testing, OKRs, Financial Modeling
- Interests: Public speaking, Travel, Cooking, Bowling