

EDUCATION

Indian School of Business

April 2019 – April 2020

Post Graduate Program in Management, **Major: Marketing, Strategy and Leadership, CGPA 3.31/4.00**

- **National Winner** (1/60 teams), Splash Math Product Case Competition
 - Proposed **product launch strategy** and **roadmap** for the EdTech startup “SplashMath” to venture from US to Indian market
- **Lead Coordinator**, Events and Operations, ISB Leadership Summit 2019 (hosted 35 CXO level speakers and Parliamentarians)
 - Led a 6-member team to formulate the **operating plan** for event management; administered a budget of **INR 17L**
 - Achieved **record sales of INR 2.93L** through targeted promotions using emails, social media, push notifications, and merchandizing

PES Institute of Technology, Bangalore

September 2011 – May 2015

Bachelor of Engineering (Computer Science and Engineering), **CGPA 9.46/10.00**

- Published EdTech based **IEEE paper** - built a product to find concept-based questions from GATE exam history and video explanations
- **National Finalist** (10/350), ICICI Trinity- Ideated & presented *qLess*, a self-checkout shopping app to Chanda Kochchar in fintech contest
- **National Finalist**, MIT Media Lab Design Innovation Workshop – Featured in Live Mint e-paper under “**Top 10 Tech designs in 2014**”

WORK EXPERIENCE

IDfy (Baldor Technologies Pvt. Ltd) | Product Manager

June 2020 – Present

~ 1 year of experience in building digital customer verification and KYC products for clients across multiple domains and geographies

Key Achievements

- Managed a team of 3 APMs to transform 2 product lines, **resulting in 3x revenue increase** from June 2020 to June 2021
- Deployed “developer-first” strategy for API product line, **increasing adoption by 250%** across 12 month period and client count by 120%
- Improved KYC funnel conversions from 40% to 55% over a 3 month period by performing user-driven UX enhancements

Digital Product Growth

- **Product owner** for “**Vertuo**”, IDfy’s flagship digital identity verification and customer onboarding product
 - Grew adoption by **85%** across 12 months, through improvements in product quality and features, marketing, and client satisfaction
 - Built short and long term product roadmap for Vertuo, by analyzing market requirements, client demands, and tech advancements
 - Conceptualized and productized a tool (called Human Workflow), enabling Vertuo’s international expansion
- **Product owner** for EVE APIs, IDfy’s suite of API solutions for granular identity checks
 - Grew adoption by 250% by driving GTM for over 10 APIs, **handling pricing, positioning, and marketing**
 - Ran fast track project to build suite of APIs to keep IDfy in parity with competition – launched 5 APIs in 30-day period

Product Decisioning, Analytics, and Development

- Created and prioritized sprint plans, tracked milestones and metrics to ensure timely delivery of features on multiple product lines
- Wrote 100+ PRDs and built **40+ wireframes**, contributed to tech decision making by providing customer and market insights
- **Executed UX improvements** after conducting 50+ interviews to understand pain points, enhancing funnel conversion from 40% to 55%
- Built product specing templates, followed by entire org to write structured and clean PRDs
- Build frameworks to help analyse and decide which 3rd party vendor needed to be used for different services
- **Prioritized product features** by analyzing potential revenue and impact

Product Marketing and Competitive Analysis

- **Analysed** 50+ vendors for multiple product requirements, analyzing and understanding each of their product journeys
- Deep-dived on 3 of IDfy’s main competitors to pinpoint the **competitors’ strengths and weaknesses**, parallelly identifying IDfy’s gaps
- Drove the GTM and pricing strategy for multiple features, leading to in-company record low “build-to-adoption” cycle for IDfy features

Citrix R&D India Pvt Ltd | Software Engineer

July 2015 – April 2019

~ 4 years of cross functional experience in the software industry, working with multiple Fortune 500 clients over 4 geographies

Key Achievements

- Offered two **fast track promotions** (transitioned from “Test Engineer 1” to “Software Engineer 2”) within 3 years (average 5 years)
- Handpicked by Senior Management as **Ambassador of Technical Initiatives**, to solidify Citrix’ position as a technology thought leader

Product Management and Development

- **End-to-end product dev owner** for an automation framework to test the product **Citrix ADM** (a **SaaS** loadbalancer management platform)
- Reduced **product testing time** from 800 manual testing hours to 8 automated hours of code run by automating 2000+ tests
- Decreased product shipping cycle by 25% by launching continuous integration and continuous delivery (**CICD**) **initiatives**
- Enabled **60% reduction in customer calls** (feature calls per week down from 10 to 4) by building self-help customer tool for DB cleanup

Stakeholder Management and Interpersonal Skills

- **Mentored** 2 interns over 6 months on end-to-end task completion and new tasks, both interns were offered full time jobs post internship
- Contributed to **30% YoY increase** in Bangalore site-level participation in 3 global Citrix-wide Tech Fairs, from 100 to 190 employees
- **Twice elected** as **President** of Citrix Orators Toastmasters Club - mentored 25+ Toastmasters, piloted weekly meetings

ENTREPRENEURSHIP EXPERIENCE

EventsCorp | CEO and Co-Founder

February 2017 – September 2018

~ 1.5 years of event management experience in the corporate employee engagement space for several international conglomerates

- Organized **30+ events** for multiple corporates like Schneider Electric, Adobe, Fortis Hospitals, HighApe, HDFC Bank, Jumbotail.
 - Enabled a **70% decrease** in time-to-deliver compared to industry standard for pre-set standard events (from **10 days to 3 days**)
 - Negotiated commission-based contracts with 10+ vendors, 10+ artists, 3 colleges and 6 venues across Bangalore

EXTRA-CURRICULAR ACTIVITIES

- **Cricket**
 - **Organizing Chair, Bangalore Cricket Guild** – Led a team of 3 to organize a 6-week cricket tournament featuring 180+ players playing 30 matches, raising sponsorships of **INR 5L** and media coverage on Radio Indigo worth **INR 75K**
 - **Senior Correspondent**, Sportskeeda - Received over **1L hits** with match reviews, player interviews, and press conference coverage
 - **Opening Batsman**, Garfield Cricketers Club – Fifth Division, Karnataka State Cricket Association (2017 and 2018 seasons)
- **Stand-up comic** – performed in 4 stand-up comedy shows in ISB; each show attended by 150+ spectators