

SR. PRODUCT MANAGER

Summary

Results-driven and analytical software industry professional with deep domain expertise in developing business and monetization models for on-premise software and cloud services and a strong track record of business management providing strategic business insights, managing P&L and orchestrating deliverables for governance of the business rhythm. Proven ability to incubate new business opportunities, generate prioritized scenarios and partner with engineering for development of high-value products and services. Trusted business advisor with ability to build strategic consensus across cross-functional teams. Strong interpersonal and communication skills with ability to deliver C-level presentations in global environments STRENGTHS INCLUDE: GLOBAL PRODUCT MANAGEMENT LICENSING AND PRICING QUOTE TO CASH BUSINESS PLATFORM PARTNER / CHANNEL PROGRAMS CUSTOMER LIFECYCLE EXPERIENCE MARKET RESEARCH VALUE PROPOSITION & MARKET ANALYSIS PRODUCT PLANNING MARKETING-ENGINEERING COLLABORATION BUSINESS ANALYSIS AND INSIGHTS BUSINESS CASE - NPV & ROI ANALYSIS P&L MANAGEMENT & REVENUE GROWTH Experience

Sr. Product Manager 09/2009 to Current Horizontal Detroit , MI

- Defined the vision and scope of the offer and price management capabilities for the new business platform to enable automated cloud processes and fluid price list navigation.
- Drove buy-in for the vision with both internal and external stakeholders Developed detailed, crisp business requirements for offer and price management capabilities that were used to create product specifications and architecture Defined the value proposition framework for the new capabilities, positioning and messaging pillars Developed prioritized planning themes and defined scenarios which resulted in influencing engineering teams to act on prioritized development recommendations Collaborated with engineering during each development sprint cycle to ensure excellent end to end customer and partner experience Created multi-year roadmap with prioritization based on customer experience, business value, operational support load, technical architecture and risks Ensured adherence to launch excellence by rigorously driving launch readiness criteria that resulted in identification and resolution of strategic CPE risks and issues Defined and operated a listening systems framework that aggregated feedback from multiple listening mechanism (support channels, customer and partner engagement, surveys, etc.) to ensure all feedback was effectively managed and incorporated into product development process as appropriate Established product success criteria and provided regular visibility to management on of the in-market performance scorecard of the product.

Sr. Product Manager 09/2007 to 08/2009 Horizontal Washington , DC

- Responsible for establishing the business framework for governing Software as a Service (SaaS) / Software+Service (S+S) offerings to the marketplace.
- The framework included the business model, productization, offer strategy, pricing & licensing, channel strategy, customer experience and collaborating and driving the plan of action across all functional groups Analyzed and synthesized existing internal primary research and external secondary research to generate competitive insights around offerings, capabilities and business framework of key competitors Conducted customer focus groups to obtain insights from enterprise customers regarding their preferences for sales motion, flat fee vs subscription billing models and incremental purchases like true-up and overages in cloud services Drove launch activities related to launching BPOS, Intune, Azure and CRM Online cloud services offerings to the marketplace - Customer and Partner Contracts, Finance SOX Compliance, Revenue Recognition, Field and Partner Incentives, Marketing Readiness etc.
- Monitored and aggregated revenue and business results for the Online Services product portfolio, which resulted in timely information for business scorecards and business reviews.
- Investigated trends and discrepancies to drive understanding of in-market performance and get valuable insights into customer behavior which were regularly presented at the Software+Services Governance Council Collaborated with the Finance group in conducting financial modeling and revenue analysis with situation and sensitivity analysis which resulted in a deeper understanding of revenue levers.

Engineering Lead 05/2001 to 08/2007 Deloitte Little Rock , AR

- Led an engineering team that released several B2B solutions for different vertical industries.
- Led the Engineering Excellence initiative within the group that resulted in several process and quality improvements and in getting more customer issues fixed early on in the product cycle.
- Assisted the Marketing Team with launch efforts and gave demos to various customers and partner ISVs.
- Published White Papers and KB articles on connecting to B2B Marketplaces.

Education and Training

MBA June 2009 FOSTER SCHOOL OF BUSINESS, UNIVERSITY OF WASHINGTON Graduated with Honors (Deans List)

Master of Science (MIS) Aug 1997 ELLER SCHOOL OF MANAGEMENT, UNIVERSITY OF ARIZONA GPA: 3.8

Bachelor of Engineering : Computer Science May 1995 BOMBAY UNIVERSITY City , India Computer Science Top 5%,

MISCELLANEOUS Winner of WWLP GM Award - 2009 Officer, Microsoft Toastmasters(Redmond chapter of Toastmasters International)

Featured in Deans List of MBA Students at the Foster Business School

Microsoft Certified Application Developer(MCAD in .Net) University of Washington

Skills

financial modeling, product development, Revenue Recognition, sales, SOX Compliance, surveys, White Papers