

---

## Summary

- Nine+ years of successful management experience in consumer electronics and enterprise software
- Led multiple flagship product launches
- Demonstrated effective leadership of high performance “speed-of-light” project teams
- Clear and articulate in business and technology communications, internally and with customers, at all levels
- Exceptional cross-functional collaboration skills, leading ideation and problem solving exercises

## Education

### Master of Business Administration

May 2015

Haas School of Business, University of California-Berkeley

- Focusing on New Product Strategy, Marketing, and Brand Management

### Master of Science in Electrical Engineering

December 2005

University of Southern California, Los Angeles, CA

- Concentration in VLSI Design, Digital Logic Design

### Bachelor of Engineering

July 2003

### Electronics and Telecommunication Engineering

Maharashtra Institute of Technology, Pune, India

## Experience

### RichRelevance (*Leader in Omnichannel Personalization*)

March 2015 – Present

#### **Senior Product Manager – Platform and Business Intelligence**

- Managing a diverse, multi-site team to launch RichRelevance into the multi-billion omnichannel market
- Directly managing a business intelligence development team of 5 engineers, generating visual metrics for our customers and internal teams to make data driven decisions
- Responsible for moving the company from building applications to supporting a service oriented platform, designing products servicing all other core applications while generating over \$3M in independent ACV
- Creating partnerships with leading implementation consulting firms such as Accenture and on-boarding them onto our applications and open platform
- Working directly with executive leadership across multiple customers to close deals, design proof-of-concepts, identify partnership opportunities and setting up beta programs for new services
- Training and assisting cross-functional teams including Sales, Product Marketing and Client Excellence
- Working directly with key cutting edge customers to innovate on optimizing their customer engagement and revenue across their customer touchpoints

### Sitecore (*Global leader in customer experience management software*)

June 2014 – September 2014

#### **Product Marketing Intern**

- Built and defined the Product Marketing team launch processes (for internal and partner engagement products) from the ground up, reporting directly to the VP of Product Marketing
- Competitive analysis across multiple industry verticals for Sitecore’s fast growing Customer Engagement Management (CEM) business, culminating in a comprehensive Product Reference Guide
- Created a visual, interactive Product Reference Guide, used across the company by multiple teams to easily customize sales and marketing material using a single source for supported product feature
- Managed and mentored 2 undergraduate interns, leading ideation exercises and customer interviews to develop industry specific customer journey maps and marketing vocabulary for outbound marketing collateral
- Edited, proofread, and contributed content for “Connect,” a book for marketers on using data and experience marketing to create customers for life, written by the Sitecore Business Optimization Services team
- Generated sales training and sales enablement presentation incorporating the Challenger Sales philosophy
- Collaborated with senior product team to create the product keynote presentation for Symposium 2014, Sitecore’s conference for marketers and developers

### NVIDIA Corp (*Pioneer and leader in Visual Computing and Graphics*)

May 2006 – May 2014

#### **Senior Go-To-Market Product Manager** (*September 2013 – May 2014*)

#### **Go-To-Market Product Manager** (*September 2012 – September 2013*)

- Led global launch planning and program execution for the next generation SHIELD gaming console and accessories, named the best hand-held gaming console by Forbes
- Extended market base for the 1<sup>st</sup> generation SHIELD by expanding to Asia (Hong Kong), effectively helping double the unit sales per month during the launch period
- Managed multiple product launches, including flagship enthusiast gaming and High Performance Computing products like the GeForce GTX Titan and the Cray Titan

- Led cross-functional teams across business units, geographies, and functions such as sales, legal, compliance, operations, procurement, creative, industrial design, and multiple engineering teams
- Managed vendor and supplier relations, negotiating pricing and planning material forecasts and production capacities

**Manager, Memory System Design** (October 2011 – September 2012)

- Directed memory validation teams globally and defined the test processes for NVIDIA products
- Managed a team of 4 engineers directly for validation activities for add-in graphics cards for Desktop, Quadro, Tesla and GRID business units
- System Architect for the memory sub-system, coordinating with cross-functional teams to drive memory requirements for multiple business units, aligning performance, power and cost targets
- Led a record breaking pilot-to-production start (under 3 days, ~60% faster turn), for GeForce GTX 680 and GTX 690, flagship products at the time, working directly onsite at Foxconn in China

**Senior System Design Engineer** (October 2009 – October 2011)

**System Design Engineer** (October 2007 – September 2009)

**Product Engineer** (May 2006 – September 2007)

- System Architect for memory systems; led 4 engineers as part of the New Product Introduction (NPI) team
- Memory Qualification Lead for the new processor family, responsible for planning and tracking progress for the mainstream (low cost/high volume) segment graphics boards for Desktop
- Integral part of the design and architecture teams, driving improvements and enhancements for future graphics processors and next generation fabrication processes
- Took charge of the Sony Play Station 3 RSX project during pre-production ramp up
- Improved knowledge transfer by revitalizing an internal wiki page for the group to include new hire training presentations and details of test procedures, specifications and tool manuals

## **Professional Development**

- MBA Projects
  - Project lead for a team of 5 doing an organizational audit at a class action administration firm, consulting on their recent merge with a much larger multi-national company
  - Led a team of 6 for a marketing project working for student loan provider SoFi, improving their student engagement programs
  - Completed a Brand audit in a team of 4, focusing on BMW as a brand
  - Developed a detailed strategic Marketing + Launch plan for a fictitious infant health monitoring device
  - Worked with an early stage start-up in the consumer loyalty space to define their go-to-market and monetization strategy for a new product
- Training and other courses completed
  - Project Management and Collaboration workshop, training for NVIDIA leadership team
  - “Decision Analysis” course at Stanford
  - “Introduction to New Ventures” class at the Marshall School of Business at USC
- “Remote Appliance Control using SMS” - built a simulated smart home, with household devices controlled remotely via text messages. Project was selected by Siemens India for further development in 2003

## **Community and Volunteer Experiences**

**Board Member – Friends of San Francisco Animal Care & Control (SF-ACC)**

- A nonprofit with a mission to assist SF-ACC with staffing, funds, adoptions, and other tasks

**Volunteer – SF-ACC (Municipal all animal shelter taking in over 10,000 animals annually)**

- Primarily working to socialize Dogs and working with the ACC staff on adoptions and events

**Member - Haas School of Business, UC-Berkeley**

- Haas Technology club • Digital Media & Entertainment club • Berkeley Entrepreneurs Association
- Social and Student Orientation committees

**Volunteer – Club Giving at NVIDIA (An employee led volunteer group)**

- Participated multiple times at NVIDIA’s annual companywide two day holiday volunteer events

**Volunteer – Humane Society Silicon Valley (January 2007 – June 2009)**

- Helped administer medicine for the animals and socialized dogs providing basic training & exercise

**Participant – Team in Training Triathlon Team (Summer 2008)**

- Completed the Pacific Grove Olympic distance triathlon while raising over \$4,000

**Co-Founder, Entrepreneur Cell Maharashtra Institute of Technology, Pune (Spring 2003)**

- Formed E-Cell, an organization designed to showcase projects and to promote recruiting on-campus
- Started IntechXication 2003 to promote the college and students, now an annual event.