

## Summary

- Nine+ years of successful management experience in hardware and software technology companies
- Led multiple flagship product launches leading high performance “speed-of-light” project teams
- Clear and articulate in business and technology communications, internal and outbound, at all levels
- Exceptional cross-functional management skills, leading ideation and problem solving exercises
- Built a functioning model of a connected home, before smart phones, using text messages
- MS in Electrical Engineering from USC and MBA from UC-Berkeley Haas School of Business

## Experience

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

March 2015 – Present

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

- Directly manage a diverse, multi-site team of 5 engineers focused on visualization of business insights for over 200+ retailers to enable data-driven decision processes for both internal and external customers
- Launched multiple platform services and features to enhance existing RichRelevance applications and also directly responsible for adding over \$3M in annual contract value
- Lead technical partnerships with partners like ThoughtSpot, to streamline our support process and to drive additional value to customers by providing more self-service tools and capabilities
- Conducted webinars and multi-day training session for customers and implementation partners such as Accenture, expanding our customer base and generating over \$50M in additional sales pipeline
- Work with executive leadership across multiple customers to close deals, design proof-of-concepts, identify technological partnership opportunities and set up beta programs for cutting edge clients
- Train and assist cross-functional teams including Sales, Marketing, and Client Excellence

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

June 2014 – September 2014

#### **Product Marketing Intern**

- Built and defined the Product Marketing go-to-market launch processes (for internal and partner engagement products) from the ground up, reporting directly to the VP of Product Marketing
- Created a visual, interactive Product Reference Guide, used across the company by multiple teams to easily customize sales and marketing material across multiple industry verticals
- Managed and mentored 2 undergraduate interns, leading ideation exercises and customer interviews to develop industry specific competitive analyses, customer journey maps and proper marketing vocabulary
- Edited, proofread, and contributed content for “Connect,” a book for marketers on using experience marketing to create customers for life, written by the Sitecore Business Optimization Services team
- 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 NVIDIA’s entry into consumer electronic products with program execution for the first SHIELD gaming console and accessories, named the best hand-held gaming console by Forbes (2013)
- Developed in-house expertise and strategic technical partnerships across multiple new technical fields such as mobile displays, antenna technology, battery technology, game controller design and ergonomics, etc.
- Led global launch planning and program execution for the next generation of SHIELD devices
- Managed strategic partnerships and vendor relations, collaborating on future research investment, pricing, forecasts, liability and warranty agreements, and capacity planning
- 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

#### **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 in 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 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 devices controlled remotely via text messages. Project was selected by Siemens India for further development in 2003

## Education

**Master of Business Administration**

Haas School of Business, University of California-Berkeley

May 2015

- Focusing on Entrepreneurship, Product Strategy, and Marketing

**Master of Science in Electrical Engineering**

University of Southern California, Los Angeles, CA

December 2005

- Concentration in VLSI Design and Digital Logic Design

**Bachelor of Engineering**

**Electronics and Telecommunication Engineering**

Maharashtra Institute of Technology, Pune, India

July 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 – 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