

# BALAJI GANESAN

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## EXECUTIVE SUMMARY

- Business Professional with strong background in engineering, software development and mobile OSes.
- Proven track record in definition and design of Software Architecture, API & SDKs and launch of 100 million+ top consumer devices (smartphones, wearables).
- Experienced working with OEMs, ODMs, chip vendors, OS partners, developer communities & technology partners.
- Key strengths in engineering management, product management, competitor analysis, lean launchpad methodologies, planning roadmaps, product-market fit and requirements definition.
- Proven experience in cradle to grave ownership of products with proven ability to change roles from strategical to tactical to hands on and vice versa based on the product life cycle.
- Exposure to the Silicon Valley ecosystem & technology trends, proven ability to venture into new industries/technologies and a strong passion for innovation with a can-do attitude.
- Experience in launching backend services/APIs used by merchants and developers via MBA projects.

## EDUCATION

**Master of Business Administration**, Berkeley-Haas School of Business, emphasis Marketing & Strategy.

**Master of Science**, Electrical Engineering, West Virginia University.

**Bachelor of Engineering**, Electrical & Electronics Engineering, PSG College of Technology, Bharathiar University, India.

## WORK EXPERIENCE

**Qualcomm Inc, 2010 – Present**

Santa Clara, California

- **Partner Management and Product Management**
  - Covered multiple functions of product management, partner management, engineering management and technical leadership in the location technology team.
  - Led a 12 member geographically diverse team in USA, India and Finland through the entire product life cycle from product requirements to successful delivery of Location solutions for smartphones and wearables.
  - Owned the definition of Location team's Wearables software roadmap and delivery. Championed the definition and creation of the product roadmap for location on wearables.
  - Worked with Google and OEMs (ASUS, LGE) and delivered location batching, geofencing, distance tracking features on Android & Android Wear.
  - Successfully translated business requirements into cross functional requirements, user stories and ensured exposure for these on mobile OSes.
  - Led the definition of architecture, API, SDKs for Location stack on Android, Android Wear and Windows by working with the OS partners and Development team; successfully enabled Qualcomm differentiating features on the platform by leading in-depth technical discussions on software architecture, API, power numbers.
  - Prioritized product features (backlog) in line with organization's strategy by soliciting input from customers (Google, Microsoft, Nokia, Samsung, ASUS, HTC, and LGE), R&D, engineering, QA and marketing teams, and achieving consensus across cross-functional teams.
  - Analyzed mobile ecosystem and helped in defining Location team's product portfolio roadmap on Android, Windows Phone, IoT and Wearables to deliver on the overall business unit's product strategy.
  - Worked with engineering, program management, QA, R&D, field engineering on a day to day basis during demos and beta launches and successfully productized location features on smartphones & wearables.
  - Championed successful UATs and pilots on cutting edge Location solutions with OEMs and OS partners (Google, Microsoft, Nokia, LGE, etc.) and secured design wins.
  - Successfully managed the Microsoft account for 5+years; achievements include strong partnership, technical leadership, delivery of location experience on Windows, launch of Lumia series of Windows Phones & tablets.

**Venturi Wireless (Wireless Startup), 2009**

Sunnyvale, California

- **Product Owner & Offshore Management**
  - Worked with VP of Marketing to translate customer needs into product features and to plan mobile applications roadmap for VClient product; managed the offshore development (India) team of 3.

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### Motorola Inc, 2006 – 2009

South Plainfield, New Jersey

- **Engineering Management**

- Reported to the Director of Product Development and led a team of 5 engineers spanning 2 continents.
- Led the market research, planning, and launch of a new product category of music-themed Q phones in a short span of 9 months that resulted in revenue of 30 million USD.
- Drove product requirements, development and delivery of Motorola applications on Windows Mobile domain for the Q family of products.
- Achieved Technical Acceptance on Motorola Q series of phones with Verizon, Sprint, and other CDMA carriers across the world. Shipped more than 2 million+ units.

### Identix Incorporated, 2005 – 2006

Jersey City, New Jersey

- **Vendor Management & Software Development**

- Managed the offshore team (India) and led software development for BioLogon product.
- Worked with Product Managers to translate marketing requirements to product features.
- Designed and developed Latent Examiner Workstation, SDK libraries (Iris capture and Canon Capture) to be used by 3<sup>rd</sup> party developers and partners.

### MBA PROJECTS

#### Dabba, Founder, May'14 - Aug'14

Berkeley, California

- Dabba provides a social platform for connecting boutique bakers, party caterers with event hosts.
- Performed customer discovery by adopting Lean LaunchPad methodology to hypothesize and validate the product-market fit; created a MVP to further refine product requirements.

#### SAP Global Business Incubator, Haas@Work Consultant, Jan'13 – May'13

Palo Alto, California

- **New Product Strategy targeted at retail businesses**

- Identified a \$370M business opportunity for SAP HANA platform in the Social Media/Big Data space for retail and consumer product goods industries.
- Recommended a product portfolio and a complete go-to-market plan to Vice President, SAP Global Business Incubator.

#### Puzux Inc., Marketing Intern Sep'11 – Dec'11

Berkeley, California

- **Go-To-Market Strategy for Puzux Word puzzles for mobiles/tablets**

- Developed a go-to-market strategy for Puzux to venture into the Android mobile/tablet market.
- Presented and made recommendations to Founder/President on a Customer Value Proposition Model, based on customer needs to help target a specific segment to grow customer loyalty.

#### BeThere Deals (Startup), 2009 – 2012

Sunnyvale, California

- **Co-Founder/Software Architect**

- Co-founder of white label mobile deals platform for malls and retailers. Performed market research, captured and translated customer requirements into product features for BeThere B2B vendor management portal and BeThere mobile app on iOS and Android.
- Successfully launched BeThere app on iOS and Android app stores and achieved 10,000+ downloads.

### SOFTWARE SKILLS

Dev Environment	: ARM, RTOS, Windows Phone, Android, Windows, UNIX, Linux, JIRA, Confluence, Clearcase.
Programming Languages	: C, C++, Assembly Language- 808X, Java, UML.
Management Frameworks	: Innovation frameworks, Lean Launchpad, Agile.

### HONORS & AWARDS

- Multiple Excellence Award recipient at Qualcomm & Motorola for leadership, execution and partner management.