

Swetha S Rao

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EXPERIENCE



OYO, Hyderabad — Product Manager

APRIL 2019 - PRESENT

1. Product Manager for a team of 16 engineers who manage services broadly categorised under Identity and Communication that form the core team of OYO
2. Building an organisation wide authorisation system to control the users from accessing artifacts based on the user policy and the type of data and also manage the access provided to any user and periodically review it so as to prevent frauds .
3. Responsible for Stakeholder Management , Communication Cost Optimization, Project Prioritisation and Program management
4. Develop Roadmap for the team for the year and also formulate contracts with SMS and Email vendors for various communication channels
5. Responsible for conceptualising, managing, launching and tracking metrics for the product - Translation Management Service, internal tool for translation management used by various teams across OYO to release different language versions of the consumer application on Android and iOS helping OYO achieve localisation
6. Managing a company wide GDPR (General Data Protection Regulation) Compliance project to remove customer data from systems as and when requested so as to enforce the protection of customer personal and identifiable information
7. Working on Integration of various messengers across the globe into our platform to be able to broaden our communication channels for better customer engagement and experience.



MICROSOFT, Bangalore — Sales and Marketing Intern

APRIL 2018 - MAY 2018

1. Worked on "Developing Go-to-Market Plan - Key Microsoft Accounts", MS B2B Consulting Services
2. Developed a best practice sales model , intentional selling for 50+ accounts across 4 sectors
3. Prepared stakeholder & account penetration plan, internal business recommendations proposal for Microsoft Services



SABRE CORPORATION , Bangalore — Product Specialist

JUNE 2015 - MAY 2017

1. Rolled out 1460+ service request resolutions ,15 int'l airlines , achieved 77% efficiency , 2016
2. Selected to represent team in int'l product service rollouts out of 12, Brisbane & Bangkok, 2016

EDUCATION

Indian Institute Of Management Bangalore, Bangalore — MBA

JUNE 2017 - MARCH 2019

CGPA :2.83/4.00 (Received 3.98/4.00 grade in E-Commerce & 3.65/4.00 grade in New Product Development)

National Institute Of Technology Karnataka , Surathkal — B.Tech

MAY 2011 - May 2015

Information Technology, CGPA: 8.24/10.00

Little Rock Indian School , Brahmavar — AISSCE

JUNE 2010 - May 2011

92.40%

Little Rock Indian School , Brahmavar — AISSE

JUNE 2008 - May 2009

95.40%

LANGUAGES

English, Kannada , Hindi

3. Subject Matter Expert , asst. in airlines' slot submissions, filing for 8000+ flights, 3+ airlines ,2016
4. Domain Expert , increased cross-selling of 3000+ flights , \$1.5M revenue contract/yr, Brisbane, 2016
5. Onboarded 3+ analysts , training on 2+ modules of suite, assistance in service request resolutions
6. Initiated knowledge repository documentations , client health checks, reduced team effort by 20%
7. Winner, Hi-Fi award, 1/6 out of 1200+, for skills & credibility at Brisbane & Bangkok projects, 2016
8. Presented New Product, Leisure Travelers Booking Asst., 1/15 teams, Hackathon idea, 2015



**CAREER BREEDER , Bangalore — HR/Content
Development Intern**
MAY 2013 - JULY 2013

1. Instrumental in first ever press release for the organisation, out of 10, well appreciated by CEO , Jul 2013
2. Conducted 6+ workshops , schools of Bangalore , 9-12 standard , awareness on various career options

AWARDS AND ACHIEVEMENTS

1. Young India Fellowship Recipient , 1/215 out of 4000+ applicants , PG Diploma in Liberal Studies , 2016
2. Winner, Delivery & Operational Excellence team Award, 1/10 among 1200, Sabre, team building activities, 2016
3. Silver Medal , Throwball competition, out of 6 teams, Intra college Inter section sports competition , IIMB 2017
4. Bronze Medal , ISTE Globetrotters General quiz and IQ test, out of 25 teams , footfall 1000+, ISTE, NITK 2012

POSITIONS OF RESPONSIBILITY

1. Treasurer , Taal Dance club , 1/6 members, out of 40+, 8+ events, 180+ participants, footfall 1000+, IIMB 2018
2. Member, Facilitation team- Hospitality & Infra, Summer Placements '19, largest batch, 430 candidates, IIMB 2018
3. Subject Representative, 2 subjects, Term V, liaison between the professors and 80+ students, IIMB 2018
4. Dance Team Lead , led team of 25 , 4+ dance events , Bollywood and freestyle, footfall 1200+, Sabre 2015-2017
5. Chief Coordinator , ISTE national non-profit society, led team of 34, held 25+ events, footfall 1000+ , NITK 2015
7. Jt. Convenor , Entrepreneurship Talks, led 20+, 5+ talks, nat'l tech. fest, budget 40L+, footfall 6000+, NITK 2014
8. Jr. Coordinator , workshop team, 1/15, held 5+ workshops, nat'l cult. fest, budget 55L+, footfall 2500+, NITK 2014

EXTRA CURRICULAR ACTIVITIES

1. Volunteer, Parikrma Foundation, 1/20+ out of 1200+, teaching, class 2 students , CSR , Sabre 2016
2. Volunteer, Karunashray Cancer Institute, 1/50+ out of 1200+, staff assistance, CSR, Sabre 2015
3. Throwball and Badminton Enthusiast, 5+ tournaments , intra school and college level , 2009 - 18
4. Dance enthusiast, 10+ stage performances, in front of 8000+ audience, undergrad & beyond, 2007-18
5. Silver Medal , Know your notes , out of 1000+, RBI District Level Essay writing competition, 2009
7. Winner, 50 years of LIC , out of 600+ , LIC India City Level Essay Writing Competition, 2006
8. Silver Medal , Value of Money , out of 400+, Axis Bank Dist. Level Essay Writing Competition, 2007