

Rhea Desai

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EDUCATION

MBA, Management Science, Dean's Scholar

Expected May 2026

Boston University Questrom School of Business; Boston, MA

- *Relevant Courses:* Operations & Strategy, Business Analytics, Data Driven Marketing, Big Data Analytics, Platform Strategy, Design and Innovation, Pricing and Strategy, Analytics for Managers

BE Electrical Engineering, Dean's Honors

June 2022

University of California; Santa Barbara, CA

WORK EXPERIENCE & PROJECTS

Hewlett Packard Enterprise; Spring, TX

May 2025 to August 2025

Product Management Intern, High Performance Computing & AI

- Synthesized competitive insights across 4+ vendors to inform product vision and positioning for next-gen HPC/AI infrastructure supporting generative AI workloads.
- Built an automated tool using PowerApps to overcome workflow gap, eliminated \$150k software investment cost.
- Conducted target user research, define product specs, and aligned sales, engineering, and product stakeholders.

Market Research Project with Newdia; Boston, MA

January 2025 to May 2025

Project Lead

- Led a team of 6 MBA students to conduct mixed-method research to uncover pain points driving customer churn.
- Analyzed 200+ data points with Python/SPSS to define personas and product requirements .
- Developed data-driven framework with actionable recommendations to influence client's retention strategy.

Texas Instruments Inc; Santa Clara, CA

July 2022 to July 2024

Test Engineer (January 2024 to July 2024)

- Developed cost-effective test systems in C++ for 3 devices to qualify customer design specifications.
- Conducted statistical analyses of yield fallout to optimize test coverage and accuracy in product qualification.
- Collaborated with cross-functional teams to boost cost efficiency of test programs by 50%.

Test & Product Engineer, Texas Instruments Rotation Program (July 2022 to December 2023)

- Spearheaded roadmap plans for 6 amplifier devices to align test strategies with product launch requirements.
- Led creation and validation of test solutions in C++ to achieve 99% yield across 10 semiconductor device families.
- Mobilized marketing and product engineers to meet timely delivery of products to customers.

SKILLS

Technical:

Product Skills: MIRO (user persona & product design)

Software Languages: C++, Python

Other: MS Office Suite (PowerApps, PowerAutomate, Excel, Powerpoint), Tableau

Languages: English (Native), Hindi (Native), Gujarati (Native)

LEADERSHIP ACTIVITIES

- VP Professional Partnerships at Asia Business Club at Questrom School of Business, BU August 2025 to Present
- Member of Business Technology Club and Women in MBA Club August 2024 to Present