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| Vrinda Menon |
| [vrindamenon1998@gmail.com](mailto:vrindamenon1998@gmail.com) | 2179040862 | Syracuse NY | [LinkedIn](https://www.linkedin.com/in/vrindamenon/) |
| Program Manager with 5+ years experience in product discovery, cross-functional collaboration, and ERP system implementations. Led strategic enhancement at AYR Wellness and Frappe, significantly improving productivity and client satisfaction. Founded an online platform for local plant vendors, generating 5x profit in 3 months. Skilled in Agile methodologies, data analysis, and business process optimization. Proven ability to manage complex enterprise projects, drive operational enhancements, and deliver high-quality results in dynamic environments. |

EDUCATION

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGNChampaign, Illinois | Aug 2023 – Aug 2024

M.S., Technology ManagementGPA - 3.8

MUMBAI UNIVERSITYMumbai, India | Aug 2016 – Oct 2020

Bachelor of Technology, Information Technology Engineering

EXPERIENCE

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

**Product Data Analyst - Research Assistant** Champaign, Illinois | Mar 2024 – Aug 2024

*Launching an AI-based product with OSF Healthcare and the University of Illinois College of Medicine-Peoria to develop a model for prioritising healthcare allocation in rural areas.*

* • Developed strategies and initiatives to increase alumni engagement rates that resulted in 35% increase in participation
* • Implemented a comprehensive campus-wide digital transformation strategy that improved efficiency and reduced administrative costs by 22%

EXTUENT

**Product Manager** New York, New York | Mar 2023 - Aug 2023

*Drove user experience improvement across the ERP lifecycle - Frappe’s B2B Enterprise Platform.*

* • Orchestrated digital transition initiatives which resulted in a 50% reduction in manual processes while increasing overall productivity by 30%
* • Enhanced client solution deliverables by implementing advanced data analytics, leading to a 20% increase in customer satisfaction rates
* • Streamlined communication channels to improve client retention rates by 18%

FRAPPE

**Project Manager** Mumbai, India | Oct 2020 - Jan 2023

*Led a team of 5 consultants while managing cross-functional teams.*

* • Led the end-to-end recruitment process for tech positions resulting in a 25% increase in the hiring of high-quality candidates
* • Developed sourcing strategies that improved candidate pipeline diversity by 35%, aligning with the company's DEI goals
* • Deployed innovative tech sourcing methods including LinkedIn Recruiter, Gem, and Google X Ray searching, broadening the candidate pool by 30%
* • Successfully mapped out the talent market to adjust sourcing efforts leading to 15% more targeted and successful recruitment strategies
* • Pioneered a training program that led to a 40% improvement in new hires’ understanding of the product and the market

LINKING PLANTS

**Co-Founder** Mumbai, India | Aug 2019 - Aug 2020

*Launched a Distribution and Services company targeting India’s horticulture market.*

* Orchestrated lean product development and drove a multi-channel go-to-market strategy targeting 10k customers and 10+ SMEs.
* Built an [E-Commerce](https://www.instagram.com/linkingplants/?hl=en) presence to place orders and process payments, driving $150+ in MRR, negotiated large sale orders with SMEs.

SKILLS

Technical Skills - R, SQL, Python, Microsoft Excel, PowerBI, Google Analytics, JIRA, Copilot Studio, MIRO, Figma, GitHub

Core Competencies - product strategy & roadmap, backlog prioritization, data analysis, market research, wireframing, prototyping, user research, stakeholder management, Agile methodologies, GTM strategy, cross-functional collaboration, UAT and A/B testing | Recruitment Strategy | Digital Transformation | Data Analytics | Client Retention | Diversity Sourcing | Market Mapping | Training & Development

[Recommendations](https://www.linkedin.com/in/vrindamenon/details/recommendations/?detailScreenTabIndex=0) from managers/colleagues. Projects worked on - [vrindamenon.com](https://vrindamenon.com/academic-projects)