

# ROHINI PANDHI

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## EXPERIENCE

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### Square, Inc.

San Francisco, CA

*Product Lead, Square Invoices*

Mar 2016 – Current

- Leading the product from < \$10M in revenue to over \$100M, with a 500% increase in monthly actives by focusing on international expansions, new mobile and API-driven distribution channels, and building upmarket product features
- Directing cross-functional team of 20+ front- and back-end engineers, designers, data analysts, product marketers, and product managers; partnering with organizational teams across finance, sales, customer support, and risk
- Establishing strategic vision, setting quarterly goals and KPIs, prioritizing and communicating roadmaps, and ensuring successful execution of go-to-market plans for all product initiatives across the business unit
- Launched the company's first mobile app across all geos (US, UK, AU, CA, and JP) and platforms (web, iOS, Android) at the same time; within < 8 months, the app has generated \$XXX million in paid invoices and achieved 4+ star ratings on the app stores
- Built a rapid experimentation team to quickly iterate on growth projects, based on product acquisition and engagement analytics; increased our shipping velocity by 25% and install volume by over 10% through those projects
- Created new product development processes for a growing team of PMs that have been adopted company-wide
- Trained 100+ PMs at Square on the jobs-to-done framework and other customer-centric product discovery and development methodologies to help them build creative, meaningful, and remarkable solutions

### Transparent Collective

San Francisco, CA

*Co-Founder*

Jan 2016 – Current

- Founded Transparent Collective, a nonprofit focused on helping underrepresented founders get access to Silicon Valley mentors, advisors, investors, and other resources
- Advanced 40+ startups through the program so far, with over \$30M raised by our founders (who are 55% female, 70% African American, 10% Latinx, and 55% outside of California)
- Leading our bi-annual 4-day startup program, which includes workshops on pitch decks, investor meetings, fundraising, product development, business metrics, legal aid, and other coaching sessions

### Product Management Advisor and Investor

San Francisco, CA

*Independent Consultant*

Current

- Index Ventures Scout - Sourcing, vetting, and advising 200+ early stage startups for initial seed investments across the US
- Vida Ventures Advisor - Conducting due diligence on startups for a portfolio in India; product advisor to subset of the companies
- HIVE Ventures Mentor - Advised and coached several Armenian startups in 2019
- First Round Capital Fast Track - Mentored a junior product manager as part of this program in 2019
- First Round Capital Angel Track - Participated in the second cohort of this selective master class in 2018

### PubNub Inc.

San Francisco, CA

*Senior Product Manager*

Apr 2014 – Mar 2016

- Managed all 7 product lines at the company; authored the strategic plans, roadmaps, feature designs, development, and launches for each of those products
- Recruited and hired a team of sharp product and design leaders to build intuitive and efficient APIs and SDKs for our customers
- Amplified customer feedback by establishing the company's first set of Customer Advisory Boards
- Modeled the company's financial forecasts with the CFO and built the pricing strategies across the entire product line
- Developed engineering requirements, customer documentation, and sales and marketing training materials
- Assisted executive team with pitch decks, investor updates, and led several board presentations reviewing product progress

### Rackspace Inc.

San Francisco, CA

*Senior Product Manager*

Jan 2013 – Apr 2014

- Launched a completely new product offering, Cloud Intelligence, from back-of-the-napkin concept to an in-market solution in less than 12 months; Cloud Intelligence is an analytics and visualization platform to help customers spot trends, anomalies, and patterns in their cloud deployments using core data science techniques
- Recruited and scaled the entire development team from 0 to 10+ members across disciplines - product, engineering, data science, and marketing
- Created in-depth business plan to communicate product vision, customer needs and value propositions, opportunity and competitive analyses, market research, and technical milestones to executive stakeholders

**Nodeable, Inc. (acquired by Appcelerator)**

San Francisco, CA

*Product and Marketing Manager*

Nov 2011 – Nov 2012

- Partnered with the engineering team to build the core mathematical models used in Nodeable's technology that accurately highlighted the most critical alerts across multiple SysAdmin tools
- Successfully launched the product from a private beta to a public release

**The Hartford Innovation and Venture Capital Division**

Hartford, CT

*New Technologies Product Manager*

Jul 2010 – Sep 2011

- Directed a portfolio of activities aimed at exploring new opportunities across a wide variety of industries to expand the market presence and capabilities of the insurance company

**Citrix Systems, Inc.**

Chicago, IL

*Senior Technical Consultant*

Aug 2004 – Jul 2008

- Led cross-functional teams of on-site consultants for our Fortune 500 customers in a variety of industries, including healthcare, financial services, and the US government.

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**SPEAKING ENGAGEMENTS**

- **Carnegie Mellon ProductCamp Conference** ([pghpcamp.com](http://pghpcamp.com)) Sep 2019  
"The Product-Market-Channel-Model Framework"
- **Branded Podcast** ([brandedpodcast.live](http://brandedpodcast.live)) May 2019  
"How to Solve the Right Problem"
- **Product School Webinar** ([meetup.com/productmanagementSV](http://meetup.com/productmanagementSV)) Nov 2018  
"How to Build Effective Roadmaps"
- **ProductTank Meetup** ([meetup.com/ProductTank-SF](http://meetup.com/ProductTank-SF)) Aug 2018  
"Navigating Complexity When Creating Product Roadmaps"
- **Product Love Podcast** ([productcraft.com/podcast](http://productcraft.com/podcast)) Jun 2018  
"Staying Hungry at Scale"
- **Inside Intercom Podcast** ([intercom.com/blog/podcasts](http://intercom.com/blog/podcasts)) May 2018  
"Spotting and Solving Customer Problems"
- **Product Collective Industry Conference Dublin** ([europe.industryconference.com](http://europe.industryconference.com)) Apr 2018  
"Building with Focus"
- **Airbnb's Diversity and Belonging in Tech Meetup** Sep 2017  
"Tools You Can Use At Work and In Your Community"
- **Product Collective Industry Conference Cleveland** ([global.industryconference.com](http://global.industryconference.com)) Sep 2016  
"Balancing the Maker vs Manager Schedule as you Scale"

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**EDUCATION****The University of Chicago Booth School of Business**

Chicago, IL

*M.B.A. in Entrepreneurship and Finance, Dean's List*

Sep 2008 – Jun 2010

- New Venture Challenge business plan competition runner-up for Sataza, an Indian quick-service restaurant
- Winner of the Entrepreneur's Choice Award in the annual Venture Capital Investment Competition
- Co-Chaired the Entrepreneurship and Venture Capital (EVC) group and launched the Chicago Start-Up Factory, a platform that provided educational speaker series and tactical support to Booth startup teams

**University of Michigan**

Ann Arbor, MI

*B.S. in Computer Engineering, Cum Laude*

Sep 2000 – Apr 2004

- Dean's List; University Honors; Minority and Female Scholarship in Engineering; Marion Parker Scholar

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**ADDITIONAL INFORMATION**

- Languages: conversational Spanish, Hindi, and Gujarati
- Returned to Chicago Booth as a judge of the College New Venture Challenge in 2019
- An avid fan of professional tennis and the 1990s Chicago Bulls dynasty