

# ROHINI PANDHI

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## SUMMARY

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Customer-centric product leader with a passion for building intuitive and innovative technology. Experience in creating products ranging from payments software to auto insurance to cloud infrastructure and APIs. Developing product discipline through professional speaking engagements, contributing to podcasts, and writing blogs on best practices and lessons learned. Mentoring and advising product managers on developing strategic plans and visions, conducting customer research, creating quantitative and financial analyses, designing effective user experiences, defining go-to-market plans, and fostering team collaboration towards audacious goals.

## EXPERIENCE

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### Square, Inc.

*Product Lead*

San Francisco, CA

Mar 2016 – Current

- PM lead for Square Invoices, directing cross-functional team of front- and back-end developers, designers, data analysts, and marketing, support, legal, and sales teams
- 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 cross-team product and feature enhancements
- Building 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
- Establishing product development processes for growing team of PMs and other organizational partners
- Mentoring several mid-career PMs internally at Square and externally at other companies and startups

### PubNub Inc.

*Senior Product Manager*

San Francisco, CA

Apr 2014 – Mar 2016

- Managed strategic plans, roadmaps, feature designs, development, and launches for all products across the company
- Recruited and hired the product and design teams, and set up advisory boards for these teams to engage with customers
- Developed engineering requirements, customer API documentation, and sales and marketing training materials
- Modeled financial forecasts, experimented on pricing structures, and built the pricing strategies for entire product line
- Assisted executive team with pitch decks, investor updates, and board presentations

### Rackspace Inc.

*Senior Product Manager*

San Francisco, CA

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
- 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
- Recruited and directed a cross-functional product team to execute and develop the product

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

*Product and Marketing Manager*

San Francisco, CA

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
- Developed investor updates and presentations with the executive team

### The Hartford Innovation and Venture Capital Division

*New Technologies Product Manager*

Hartford, CT

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:
  - *Electric Vehicles* - conducted market and trend analyses for the nascent electric vehicle industry, worked with EV partners like Coulomb Technologies to create several insurance product and service concepts, and co-inventor of related patent filings ([USPTO application 13/440,099](#))
  - *Sensor Technologies* - Managed a Workers' Compensation customer pilot program that monitored and successfully reduced employee risks through injury-preventing wearable hardware sensors
  - *Loyalty Programs* - Evaluated and developed new business models for loyal wealth management customers; portfolio of projects projected to increase the number of financial service products per customer by over 10%

**Citrix Systems, Inc.**

Senior Technical Consultant

Chicago, IL

Aug 2004 – Jul 2008

- Led cross-functional teams of on-site consultants for our Fortune 500 customers in a variety of industries:
  - *Healthcare* - Directed engineers in the design, implementation, and testing of web customizations; conducted an on-site final rollout to ensure HIPAA compliancy
  - *Financial Services* - Managed a large-scale project that defined business requirements, identified critical strategic objectives, and developed an actionable roadmap for a bank's IT architecture
  - *Government* - Oversaw an international team to analyze Citrix infrastructure, evaluate risks, and design an upgraded environment; successfully negotiated follow-up contracts with sales team

**EDUCATION**

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

Chicago, IL

*M.B.A. in Entrepreneurship and Finance*

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
- Dean's List; Booth Ambassador Award; Polsky Center Entrepreneurial Internship Program Fellow

**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

**ADDITIONAL INFORMATION**

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- Co-founded [Transparent Collective](#), a nonprofit helping underrepresented entrepreneurs gain access to Silicon Valley mentors, investors, and educational resources
- Active angel investor and advisor to startups in the U.S., Europe, and India; accepted into First Round's [Angel Track](#) 2018 cohort
- Presenter at [Product Collective's global conferences](#), [Product Tank](#), [Product School](#), and podcasts ([Intercom](#), [Product Love](#))
- An avid fan of professional tennis and the 1990s Chicago Bulls dynasty