

ROHINI PANDHI

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EXPERIENCE

Square, Inc.

Product Lead, Square Invoices

San Francisco, CA
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 marketing, 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 sub-team to quickly iterate on growth experiments for the product line; 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

Co-Founder

San Francisco, CA
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

Independent Consultant

San Francisco, CA
Various

- 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 startups based in Armenia in 2019
- First Round Capital Fast Track - Product management mentor 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.

Senior Product Manager

San Francisco, CA
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.

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
- 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:
 - *Electric Vehicles* - conducted market 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](#)
 - *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.

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.

SPEAKING ENGAGEMENTS

- **Carnegie Mellon ProductCamp Conference** (pghpcamp.com) Sep 2019
"The Product-Market-Channel-Model Framework"
- **Branded Podcast** (brandedpodcast.live) May 2019
"How to Solve the Right Problem"
- **Product School Webinar** (meetup.com/productmanagementSV) Nov 2018
"How to Build Effective Roadmaps"
- **ProductTank Meetup** (meetup.com/ProductTank-SF) Aug 2018
"Navigating Complexity When Creating Product Roadmaps"
- **Product Love Podcast** (productcraft.com/podcast) Jun 2018
"Staying Hungry at Scale"
- **Inside Intercom Podcast** (intercom.com/blog/podcasts) May 2018
"Spotting and Solving Customer Problems"
- **Product Collective Industry Conference Dublin** (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) Sep 2016
"Balancing the Maker vs Manager Schedule as you Scale"

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

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