

# ROHINI PANDHI

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## EXPERIENCE

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### Mercury Technologies, Inc.

Head of Expansion

San Francisco, CA

Oct 2023 – Current

- Leading a portfolio of products that drive the company's revenue diversification strategy; launched first SaaS offering for the company and driving ~\$1.2M ARR in <12 months post-launch (and ~\$6M in non-recurring revenue)
- Developed the company's first PM career ladder, updated hiring processes, and structured the product discipline

### Block, Inc.

Product Lead, Bitcoin Wallet

San Francisco, CA

July 2022 – Oct 2023

- Built a safe and easy way for people from all around the world to self-custody bitcoin and manage their money with a safe and easy set of hardware and software solutions: [bitkey.world](https://bitkey.world)

Product Lead, Square Payments

Oct 2019 – July 2022

- Led a team of 6 PMs across Square's flagship product line and largest business unit (\$20B+ yearly gross processing, ~1M weekly actives); 3 squads dedicated to Growth, International, and Core Payments expansion and innovations
- Launched key company-wide initiatives including [Afterpay in-store acceptance](#) and [Tap to Phone](#) on iOS and Android
- 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

Product Director, Square Invoices

Mar 2016 – Oct 2019

- Increased the product line 5x in adjusted revenue (\$XXX million) and 2x in monthly actives (XXX thousand) in < 4 years by focusing on international expansions, new mobile and API-driven distribution channels, and upmarket product features
- Directed 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
- Established 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 Invoices mobile app across all geos (US, UK, AU, CA, and JP) and platforms (web, iOS, Android); 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%

### Early Stage Startup Investor

Product Advisor

San Francisco, CA

Aug 2019 – Jan 2022

- The Council - Advisor to the fund's portfolio companies
- Index Ventures Scout - Sourced, vetted, and advised early stage startups for initial seed investments across the US
- Vida Ventures Advisor - Conducted diligence on startups for a portfolio in India; product advisor to the portco's
- 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

### 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 90+ startups through the program so far, with over \$125M raised by our founders
- 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

**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 our APIs and SDKs
- 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 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

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**PRODUCT ENGAGEMENTS AND AWARDS**

- **Lenny's Podcast** ([lennysnewsletter.com](http://lennysnewsletter.com)), "How to build a product team, attract top product talent, go multi-product"
- **Inspiring Fintech Females** ([nycfintechwomen.com](http://nycfintechwomen.com)), 2024 Operator award
- **Lenny's Newsletter** ([lennysnewsletter.com](http://lennysnewsletter.com)), "Which org design works best for top companies?"
- **Carnegie Mellon ProductCamp Conference** ([pghpcamp.com](http://pghpcamp.com)), "The Product-Market-Channel-Model Framework"
- **ProductTank Meetup** ([meetup.com/ProductTank-SF](http://meetup.com/ProductTank-SF)), "Navigating Complexity When Creating Product Roadmaps"
- **Product Love Podcast** ([productcraft.com/podcast](http://productcraft.com/podcast)), "Staying Hungry at Scale"
- **Inside Intercom Podcast** ([intercom.com/blog/podcasts](http://intercom.com/blog/podcasts)), "Spotting and Solving Customer Problems"
- **Product Collective Industry Conference Dublin** ([europe.industryconference.com](http://europe.industryconference.com)), "Building with Focus"
- **Airbnb's Diversity and Belonging in Tech Meetup**, "Tools You Can Use At Work and In Your Community"
- **Product Collective Industry Conference Cleveland** ([global.industryconference.com](http://global.industryconference.com)), "Balancing the Maker vs Manager Schedule as you Scale"

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

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

Chicago, IL

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**

B.S. in Computer Engineering, Cum Laude

Ann Arbor, MI

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