

ROHINI PANDHI

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EXPERIENCE

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 ~\$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

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

PRODUCT ENGAGEMENTS AND AWARDS

- **The Council's First Builders Podcast** ([youtube](#), [apple](#)), "Product, Platforms, and the Path to Venture"
- **Lenny's Podcast** ([lennysnewsletter.com](#)), "How to build a product team, attract top product talent, go multi-product"
- **Inspiring Fintech Females** ([nycfintechwomen.com](#)), 2024 Operator award
- **Lenny's Newsletter** ([lennysnewsletter.com](#)), "Which org design works best for top companies?"
- **Carnegie Mellon ProductCamp Conference** ([pghpcamp.com](#)), "The Product-Market-Channel-Model Framework"
- **ProductTank Meetup** ([meetup.com/ProductTank-SF](#)), "Navigating Complexity When Creating Product Roadmaps"
- **Product Love Podcast** ([productcraft.com/podcast](#)), "Staying Hungry at Scale"
- **Inside Intercom Podcast** ([intercom.com/blog/podcasts](#)), "Spotting and Solving Customer Problems"
- **Product Collective Industry Conference Dublin** ([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](#)), "Balancing the Maker vs Manager Schedule as you Scale"

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

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