

Venkata Sai Goutham Vaddi

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Professional Summary

Product Manager with **4.5 years of experience**, including **2.5+ years in mobile social and casino gaming**. Previously worked as a **Data Engineer**, bringing analytical depth to product decision-making. Owned **monetization strategy**, **LiveOps sales**, and **player segmentation** for a game generating **\$80M+ annually**, significantly improving **ARPDAU**, **ARPPU**, and **conversion**.

Skills

Product Strategy & LiveOps: Roadmap Planning, Feature Design, LiveOps Scheduling, Monetization Systems, Player Segmentation, Revenue Forecasting, Retention Optimization

Product Analytics & Experimentation: A/B Testing, ARPDAU/ARPPU/LTV Tracking, Config Automation, Tableau, SQL

Work Experience

Product Manager – Mobile Social & Casino Gaming | Scopely | Bangalore | Apr 2023 – Present

Feature Development & LiveOps Execution

- Rebuilt the **legacy Spin Wheel** with **segmented rewards** and jackpot mechanics, driving **10x revenue (~\$3K/day) and adding 1,000+ daily payers**.
- Developed **monetization sale constructs** from competitive research and player behavior, delivering **20% ARPDAU lift** on active sale days.
- **Automated config generation** by converting CSV inputs into deployable JSON, enabling **15K+ offer launches with 40% faster turnaround and 30% fewer errors**.
- Launched **fair-style LiveOps** with limited-time sales and thematic content, boosting **event window revenue by 15–20%** and increasing payer frequency.

Monetization & Player Segmentation

- Launched a **segmented Direct To Customer (D2C) store** with personalized web offers, scaling revenue share from **0% to 5% in 10 months** and increasing **margin per transaction by 22%**.
- Redefined monetization logic from 6 to **30+ daily cohorts** based on spend behavior, driving granular pricing and **improving ARPDAU by 15%**.
- Built **layered pricing** and value strategies atop base economy curves, tailored to 30+ cohorts to **lift ARPPU by 10%** for active payers and **improve conversion by 5%** for lapsers and non-spenders.
- Ran **50+ A/B tests** on pricing, segmentation, and sale design, driving adoption of new sale formats and shaping long-term monetization strategy.

Data Engineer – Visa Inc. | Bangalore | Jul 2019 – Jun 2021

- Built **1PB+ data pipelines** for processing **100M+ transactions**, improving reporting speed and business visibility.
- Automated **100+ deployments using DevOps**, cutting manual effort by 60% and accelerating release cycles.
- Validated **30+ global data sources**, saving **480+ QA hours** & boosting accuracy for 14K+ client reports

Chief Executive Officer – Hel(l)Mark – The IIML Store | May 2022 – Apr 2023

- Won operational bid to run **IIML's official merchandise store**, driving **₹20L+ in national sales within 12 months** with **94% YoY growth**.
- Launched **35+ products and managed a 7-member team** across sales, inventory, and fulfillment, delivering 2K+ orders with strong seasonal sell-through.

Education

IIM Lucknow | MBA – IT Systems, Strategy & Operations | 2021–2023

Dean's Merit List · National Finalist – Microsoft PM Engage, XLRI Case Competitions

NIT Trichy | B.Tech – Computer Science | 2015–2019

CGPA: 9.27 · Honors Degree · Minor in Management

JEE Main (2015) | AIR 995 / 12.34L+ · 99.66 Percentile · Class XII (AP Board): **98.5%, Top 1% Statewide**

Awards and Certificates

- Interned at **Visa (PPO offered)** and **Deloitte USI (Consulting)**; recognized for top performance in both roles
- **Employee of the Year (2x) – Visa Inc.**: High Judgment (2020), Ownership (2021)
- **Spot Award (5x) – Scopely**, for product execution and performance (2023–2025)