

# SARANSH SRIVASTAVA

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## EDUCATION

### CORNELL UNIVERSITY, SC JOHNSON GRADUATE SCHOOL OF MANAGEMENT

**M.B.A. - Master of Business Administration** (STEM-OPT Eligible)

Merit Scholar | Member, High Tech Club, Product Management Club | GPA 3.76/4

*Relevant Coursework: Data Analytics & Modelling, Designing Data Products, Technology Management*

New York, NY

May 2023

### VISVESVARAYA TECHNOLOGICAL UNIVERSITY

**Bachelor of Engineering, Computer Science** | GPA 3.80/4

Bangalore, India

Sep 2016

## PROFESSIONAL EXPERIENCE

### KALEYRA

Nov 2020 – Mar 2022

*New York Stock Exchange (NYSE) listed global Communications-Platform-as-a-Service (CPaaS) provider with 300M+ annual revenue*

#### Product Manager (Web & Platform)

2020 – 2022

- Managed API-based omni-channel communication [platform](#) to help 150+ global enterprises drive customer engagement over messaging platforms, generating annual revenue of \$7M
- Prioritized integration of high customer engagement channels (WhatsApp, Google RCS, Instagram), increasing revenue by \$2M
- Spearheaded cross-functional team for migrating 1K enterprise customers to cloud-product, generating \$3M additional revenue
- Designed a real-time analytics and insights dashboard for customers performance metrics; achieved usage-rate of 90% DAU
- Revamped pricing model for customers from per-message to a chat-window-based billing locking in revenue growth of \$1.5M
- Implemented API-driven automation for customer onboarding, saving 4200+ hours of operations effort and \$100K per year
- Reduced turnaround time of critical tickets by 54% by setting up Product Oriented Delivery teams and tracking dashboards

### KIRUSA

Jul 2016 – Nov 2020

*New Jersey based global leader in RCS, a new Google-backed business messaging technology, and other telecom solutions*

#### Product Manager (Web & Platform)

2020 – 2020

- Managed tradeoffs between features and time-to-market, such as simplifying onboarding process to ensure critical launch of first [online store](#) and developers' platform to enable search and discovery of RCS Chatbots
- Led agile development of AI based RCS Chatbots for African telecom operators; adopted by 30K users in first month of launch
- Devised a plan to decommission a product with 80K active users to prevent revenue leakage and align with new firm strategy

#### Assistant Product Manager (Mobile Apps)

2018 – 2020

- Conceived a first-of-its-kind product for onboarding and verification of brands on [RCS services](#) for leading telecom global operators, serving 50M subscribers; reduced onboarding time by 60%
- Launched an internet voice calling mobile app (iOS, Android) collaborating with African telecom [operators](#) that reduced international call costs by 95%; collaborated with Marketing on GTM and content marketing strategy for 3.5M target users
- Analyzed data, user behavioral insights and optimized user journey via A/B testing, increasing user activation rate by 30%
- Recruited and incubated a 24X7 Customer Support team handling 500+ issues/day focused on improving app user experience
- Trained sales teams across Africa on RCS technology and product strategy leading to company onboarding 20+ brands

#### Associate Operations Engineer (DevOps)

2016 – 2018

- Built USSD (key based e.g., 123\*1#) menu driven system for various telecom services; used by 30M+ telecom subscribers
- Designed a downtime and customer usage reporting system to track KPIs and performance metrics for business stakeholders
- Headed the technical handover of a PERL-based chatbot service to realize product synergies post acquisition by Kirusa in 2017

## ADDITIONAL INFORMATION

**Analytics:** Jira, Mixpanel, CleverTap, AppsFlyer, Alteryx, Branch.io, Firebase **Tech Skills:** SQL, Python, Java, Shell Scripting, RESTful APIs

**Certifications:** API Product Manager by API Academy, IBM Design Thinking Practitioner, Google Ads Search, Google Analytics

**Awards & Achievements:** Star Award at Kirusa in 2020 for launching new RCS product in 4 weeks; Collaborated with Mobile Ecosystem Forum (global association of telecom companies) as part of Kirusa to release whitepapers on RCS business messaging