

# SANDEEP SRIKANTI

## GLOBAL PRODUCT MANAGER | HEALTHCARE IT

Present Work Location: Bangalore  
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## SUMMARY

- IIT Madras & IIM Lucknow MBA graduate with 13+ Years of proven experience in **Product Management & Strategic Product Marketing**, highly motivated professional with a passion for understanding customer needs, solving problems & developing products, Seeking Roles In Product Management, Product Marketing, Data Science Manager Roles
- 10+ Yrs. of **B2B Product Management & Marketing** Experience working with Global Technology MNCs; Driving **Strategic Marketing Initiatives, Business Growth & Product Development**; for key markets globally (NA, Europe, APAC, LATAM, MEA)
- 5+ Yrs. of **Software Product Management** experience leading **SW innovation projects globally**; Responsible for Defining & Evangelizing **product vision, strategy and roadmaps** based on **VOCs, market research, opportunity sizing and business cases**
- Rich experience in utilizing **Product & Customer Data - Data Science & Analytics (AI/ML)** to extract valuable insights for guiding Product decisions and Marketing strategies.
- Strong Technology Background – Exposure to Data Science, Managing Complex datasets in **Python, Modeling using AI/ML Techniques, UI/UX Design, Cloud-based Services**
- Adept at Working with **global cross-functional** stakeholders (Customers, Mktg, R&D, Product Owners, UX/UI Designers, Usability, Architects, Analytics, PMO, Agile teams) to create & execute product roadmaps - **product requirements/EPICs/Features/User Stories & Backlog Prioritization**
- Diverse Industry Experience: **Healthcare IT, Medical Imaging & Devices, Serviceability & IoT, Cold Chain, Water Heating, Automotive & Ind. Filtration**

## CURRENT ROLE

**Product Manager, Diagnostic Imaging Console/Serviceability (2020 - Present)**

**Philips India Ltd**

**Domain: Healthcare IT**

- Defining overall **imaging console software platform product vision, value proposition & north star**; and development of **product claims and feature roadmaps**
- Perform **market and user research, usability studies** to gather data and insights about **target personas, user needs** and the **customer decision journey** for the product; and identify **UX improvements/ solution/ feature opportunities**.
- Responsible for **lifecycle management** of new products from initial phase until final product; and market readiness as part of PDLM; working with key stakeholders like Product Owners, Sprint Teams, UI/UX in an **agile process (customer themes, epics, user stories, feature descriptions, backlog prioritization based on value, PI planning etc.)**

### Key Projects:

- Developed North Star, Claims/KPI Driven Product Roadmap** for Imaging Console Software Platform – Based on Customer Needs, Value Drivers; with Focus on **AI/ML based solution roadmap (Predictive AI Radiology Exam Card Guidance, AI-Based Intelligent Patient Exam Scheduling, Predictive Maintenance, Digital Twins)**
- Identified & Proposed **Opportunities/ Features for AI/ML -based workflow solutions – leveraging product usage analytics** in radiology workflow at hospitals; based on key persona challenges/needs co-create sessions with key customers and users
- Worked as **Product Owner** for Gantry Display Software- for Medical Imaging along with **Design, UX, Usability** in detailing out **product requirements, features, user stories**.
- Developed and evangelized a **Feature Value Assessment Framework** to help prioritize solutions/features based on the customer value drivers, for product development process
- Conducted and Led **Market Research & Usability Studies, Co-Create forums with key users(external/internal)** to understand the key persona needs, assess customer value for concepts in Radiology department & Bring user feedback into product development.

## EDUCATION

**MBA | IIM Lucknow [2010-12]**

- Grade: CGPA 7.29/10

**B.Tech In Mechanical Engineering| IIT Madras [2003-07]**

- Grade: CGPA 8.4/10

**Executive PG Programme In Data Science, Business Intelligence & Data Analytics (AI/ML) | IIIT Bangalore & Upgrad [2022 – Current]**

**AI/ML Product Manager – Nanodegree Program | Udacity & Appen [2023 – Current]**

**Google -Foundations of UX Design | Google & Coursera [2023 – Current]**

## SKILLS

### Professional

Software Product Management  
Portfolio Management  
Strategic Product Marketing  
Product Discovery  
Product Strategy  
Value Proposition Creation & MVP  
Strategic Planning  
Business Cases  
Go-To-Market (GTM) Strategy  
Market Segmentation & Targeting  
Product Positioning  
Agile SW Product Development  
SAFe, Agile, SDLC Methodologies  
Modular Innovation (Software)  
New Product Development  
Sales & Business Development  
Project Delivery & Management

### Data Science & Analytics Skills

Data Visualization  
Exploratory Data Analysis  
Univariate, Bivariate & Multivariate Analysis  
Inferential Statistics  
Hypothesis Testing  
A/B Testing  
Statistical Modeling  
Linear Regression (Simple, Multiple)  
Logistic Regression  
Classification (Decision Trees, Random Forests)  
Unsupervised Learning: Clustering (K-means, Hierarchical), Segmentation  
NLP Basics, Lexical Processing

### Programming & Tools

Python (Pandas, Numpy, Seaborn, Matplotlib, Scikit-learn, statsmodels)  
SQL (ETL, SETL)

## DATA SCIENCE & ANALYTICS EXPOSURE – PG PROJECTS

- **Bike-Sharing Rental Demand Modeling for US based bike sharing provider**  
**Objective:** Build a model for prediction of daily count of bike rentals based on environmental and seasonal data; to understand the key variables that drive demand  
**Techniques :** *Multiple Linear Regression, Python*  
**Type:** Regression Analysis  
**Outcome:** Multiple Linear Regression Model with an R-squared score of 0.8
- **Understanding Customers' Lending Patterns for an Consumer Finance Company**  
**Objective:** Analyze underlying patterns, characteristics of the customers of a consumer finance company to understand the key indicators of loan default and customer profiling  
**Techniques:** *Exploratory Data Analysis, Python*  
**Type:** Credit Risk Analytics  
**Outcome:** Performed EDA Analysis to segment the customers based on their demographics, lending pattern & identified key variables driving default
- **Historical Movie Data Analysis**  
**Objective:** Assist the Film production company in making data-driven decisions based on 3-year historical data of movie releases; and launch a movie for global audience  
**Techniques:** *SQL, Joins, Sub Queries, SQL-case-statements-conditions, Common Table Expressions (CTE), Aggregate Functions, MySQL Workbench*  
**Outcome:** Formulated SQL queries based on movie, audience, crew and production company characteristics

## PRIOR WORK EXPERIENCE

**Product & Marketing Manager, Engine & Industrial Filtration** (2019 – 2020)  
**Hollingsworth & Vose** Domain: Automotive Filtration

- Develop and Execute Product Marketing Strategy For India Market; In Collaboration with **Global Cross- Functional Teams** (Sales, Mktg., Engineering, Ops)
- Understand customer needs through “**Voice Of Customer**” Surveys, Market Research & Competition Landscape, Analysis of market trends, technology drivers
- Spearheading **New Product Development** by translating CTQs into new product requirements & innovation roadmaps

**Product Marketing Manager, Cold Chain & Heating** (2012 – 2019)  
**Emerson Commercial & Residential Solutions** Domain: HVAC & R

- **Development and Execution of Marketing Strategy for the \$14M Cold Chain business & \$1M Water Heating Business in India** including Business Plans, Go-To-Market, Positioning & Pricing, Branding & Promotion, Customer & Influencer marketing.
- Performing the **Market research**; opportunity analysis, key drivers, technology trends, competition analysis, value chain mapping; Product **roadmap** and **GTM strategy**
- Championing **New Product Development** from “**Voice Of Customer**” Surveys; Defining MVP for products, Create business plans; Segment & Pricing strategy, Execution Of product roadmaps including product launch and promotion plans

**Consultant** (2007 – 2010)  
**Genpact Headstrong Capital Markets** Domain: HealthTech (AI Speech Recog)

- Led the development and delivery of feature enhancements for IVRS/AI-based voice/speech recognition-based Nuance Voice Platform software
- Collaborating with clients and development teams across geographies to **define product requirements** and, Design & Development of software features
- **Project Management** including resource allocation, estimation, quality and timelines

Java  
C, C++  
Excel, Powerpoint  
Jira, Confluence  
Azure DevOps Server (TFS)  
Git, GitHub  
Visual Studio Code  
Jupyter Notebook  
Google Colab

### Other Business Skills

Product Roadmaps  
Product Requirements Document  
Market Research & Analysis  
Financial Modeling  
User Stories  
Requirements Gathering  
Competitive Analysis

## AWARDS

- “**2019 Product Marketing Award**” at India Level For Heating & Cold Chain Business at Emerson
- “**2014 Business Development Award**” at Asia Pacific Sales Meet-Indonesia for Emerson
- “**Silver star**” among 2000 employees for outstanding performance at Genpact Headstrong Capital Mkts.
- “**Team Order of Merit**” for exceptional performance and focus on customer satisfaction at Genpact Headstrong Capital Mkts.

## KEY MARKETING ACHIEVEMENTS

Emerson –

- Cold Chain Business Sales By Achieving **CAGR Of 20%+ For 5 Consecutive Years**; Grew Cold Chain Business From **\$5M+ To \$13M+ From 2013-2018**
- **Increased Market Share By 12% Points** In 5 Years In Cold Chain
- **Launched 8 Cold Chain Products** in 5 years grossing **\$2.5M** in Sales
- **Launched 4 Water Heating Products** In 2 Years; Grossing **Sales Of \$0.5M** In FY18
- **Established 8 Channel/ Integration Partners** for Heating Vertical: Potential Of **\$1M** In FY19

## ACADEMIC ACHIEVEMENTS

- **All India Rank of 470 (top 0.3%)** in IIT-JEE amongst 1,50,000 students
- **All India Rank of 242(top 0.1%)** in AIEEE amongst 300,000 students
- Prestigious **NTSE Scholarship** Awardee (Awarded to 750 students from 65000 students)