



Sanjana Mehta

Product, Strategy and Design

As a Product Manager **my strengths encompass defining product vision, interfacing with clients, internal executives and my engineering team to bring the product vision to life.** I also partner with my team as a creative, strategic thinker to innovate and execute based on priorities. I believe in a market-creating rather than a market-competing product strategy and am motivated and committed to getting things done. I embrace a leadership style that empowers the team. I think long-term and am future-focused.

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EXPERIENCE

Product Manager, Bitcoin.com (September '19 - Present)

Our products make Bitcoin Cash more accessible.

- Product Lead for Bitcoin.com Buy and Bitcoin.com Local
- Collaborating with Bitcoin.com Buy external partner, MoonPay, to achieve over 30% increase in transaction volume-Month over Month.
- Reporting month-over-month increase of over 20% in revenue for Bitcoin.com Local
- Spearheaded Steam Integration to trade CS:GO Game items for BCH on Bitcoin.com Local
- Make hard data-informed decisions (A/B testing and experimentation, user testing, data analysis, defining metrics)

Product Manager, Orb Inc (November '17 - September '19)

Orb is a software foundation that focuses on delivering fast, frictionless commerce with configurable coin economies on a distributed ledger platform that is secure, scalable, and easy-to-integrate into enterprise networks.

- Lead end to end product development and strategy efforts for Orb's enterprise product, Orb DLT
- Created and maintained product roadmap and drove product requirements for clients and external vendors. Responsibilities consisted of owning the whole delivery lifecycle from requirement gathering, concept building, the product offering, end-to-end user experience and usability testing, integration with client and internal back-end systems, deployment to production and post launch maintenance.
- Planned and led two successful launches of our services, Niseko Pay and Machi no Coin
- Work with senior leadership to chart a vision for and develop a commercialized product for Orb DLT.
- Work with world-class engineers to bring highly scalable features to market.

Visual Designer, Webstaff Co. Ltd (August '16 - September '17)

WebStaff is Japan's first ever web specialized human resource service company providing multiple HR services to the IT industry including staffing, placement, consulting and outsourcing web design.

- Conceptualize and design the organization's marketing and communications materials including nengajo, shochu mimai and e-brochures.
- Web design and UX for the organization's website.

EDUCATION

College of Engineering, Pune (2012-2016)

- BTech. Electrical Engineering, 8.4/10

MY QUIRK

I know the first 100 digits of pi (π).