

Contact

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Top Skills

C++
C
Java

Chayanika Bathla

Product Marketing Manager | Microsoft | GE | Adobe | ISB
Bengaluru, Karnataka, India

Experience

Microsoft

6 years

Product Marketing Manager

August 2023 - Present (2 years 7 months)

India

Solution Sales and Product

March 2020 - August 2023 (3 years 6 months)

Bangalore

Baker Hughes

Staff Enterprise Architect

August 2018 - February 2020 (1 year 7 months)

Bengaluru Area, India

GE

Digital Technology Leadership Program

June 2016 - July 2018 (2 years 2 months)

Bengaluru Area, India

1) GE Digital - Predix Engagements Leader APAC Region (June '16 – Jan '17)

Chayanika developed expertise in Predix based ecosystem, served as subject matter expert for various customer deals in Asia Pacific region (India, Singapore and Australia). She was the predix expert/point-of-contact for monitoring and diagnostic solution built for GRC's Microgrid Bihar Project.

2) GE Digital – Technical Product Manager – Digital Asset Passport (Feb '17– July '17)

Developed Scrum and team management capabilities to lead a team of 6 developers to successfully deliver Milestone 1 features built on Predix. She further collaborated with UI developers to publish Px-accordion in px-components and ensured quick resolution of queries to drive higher pod velocity

3) GE Healthcare – Apttus (CPQ) Deployment Leader ASEAN Region (Aug '17-Jan '18)

Chayanika developed expertise on Apttus, served as deployment lead for countries in ASEAN region. She was further managing global Apttus engineering team for integration user stories

4) BHGE – Solutions Architect , Field Service Management (Feb '18 – July '18)

Responsible for driving adoption, change management & desired outcomes for Turbomachinery and Process Solutions (TPS) in the service delivery ecosystem. She built a POC for demonstrating Installed Product capabilities on ServiceMax.

Indian School of Business

Research Associate

November 2015 - March 2016 (5 months)

Chayanika was responsible for implementation of optimizing algorithms using programming language for optimal solutions. The optimizing algorithm involved relaxations to the knap sack problem in order to compute a optimal solution in finite time.

ICICI Bank

Manager - Corporate Portfolio

May 2014 - October 2015 (1 year 6 months)

New Delhi

Chayanika has been instrumental in managing the portfolio (working capital and term loans) of clients from Technology and Electronics sector. Coming herself from a technological background, she has a deep understanding of the key productivity metrics of the clients. This enables her to partner with the clients and optimize the lead time in identifying their requirements and subsequently providing the suitable product offering.

Part of her job is to liaison with cross functional teams viz Risk Management, Legal, Compliance etc. to ensure smooth resolution of issues and timely delivery.

KPMG

Strategy Consultant - Intern

April 2013 - May 2013 (2 months)

Bangalore

Chayanika offered Thought Partnership to the Senior Management team in redesigning the entire retail value chain from Manufacturing to retail outlets (own and franchise) for the Indian Market of a world's leading sports brand.

This involves multiple discussions with the internal teams and the Client's Senior Management team.

Adobe Systems

Software Engineer - Product Testing and Quality (Development to Deployment)

June 2011 - June 2012 (1 year 1 month)

Noida Area, India

Chayanika rates this as one of her most interesting roles. As a part of the testing and quality team, Chayanika designed the product development roadmap in collaboration with the Senior Management Team. She spearheaded the User Issues Debug Management team directed towards resolving user issues post product launch. To map a wing to wing solution, Chayanika stretched and ideated simplified and intuitive operating procedures for features incorporated in the Internal Bug Tracking System. As a quality engineer, Chayanika verified and validated the product architecture against the client/user requirement for the Internal Analysis Tool for Adobe called "INDUS"

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Recognition and Awards:

- For identifying High Impact Critical Bugs in the Internal Bug Tracking System - "Watson Express"
- For contribution in rapid development of the Internal Analysis Tool - "INDUS"

Education

Indian Institute of Management, Udaipur

PGDM

Institute of Engineering and Technology, DAVV Indore

Bachelor of Engineering (B.E.), Computer Science

Agarwal Public School, Indore

AISSCE