

SANKET TOTEWAR

PRODUCT LEADER & WRITER

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CAREER SUMMARY

Full stack **Product Leader** with extensive experience in spearheading research and development for innovative digital tech products in hypergrowth. Presently, I oversee products at SAP that contribute to more than fifty percent of the organizational unit's annual revenue by consulting on product strategy, engineering operations, and organization readiness for growth at scale.

WORK EXPERIENCE

Mar 2021 – present

Principal Product Owner | SAP, Berlin, Germany

After joining SAP following the SAP Signavio acquisition, I was promoted to Principal Product Owner in Sept 2021 and now I oversee the product portfolio comprising of the SAP Signavio Journey Modeler, Process Modeler, and Process Governance. I played a key role in the acquisition change management and the Acquire-To-Ship release.

Primary Responsibilities

There are 3 parts to my role as a Principal Product Owner at SAP:

1. Functional Leads of Product Owners
2. Program Manager for Special Integration projects
3. Member of Business Modeling and Workflows Leadership Committee

Notable Achievements

- I took SAP Signavio's Journey Modeler product from Beta to GA ("generally available") and it became the fastest growing product at SAP Signavio that year
- I built a strong product community of practice at SAP Signavio

Apr 2019 – Nov 2020

Writer – Product, Engineering, Growth, and R&D | Deputy, Sydney, Australia

Deputy had SaaS-based products in hypergrowth and adequate funding to scale exponentially in an untapped arena. As an experienced Writer, I helped set up the foundation to enable mid-market and enterprise customers and software developer partners to seamlessly connect to the Deputy platform via APIs and webhooks to include in a global workforce management ecosystem. I coached several cross-functional product teams to achieve this.

Notable Achievements

- Recipient of the Deputy Unicorn Award
- Recipient of the Deputy Star Award

May 2017 – Apr 2019

Product Manager and Technical Writer | Leadbolt Pty Ltd, Sydney, Australia

In 2017 and early 2018, Leadbolt was a global market leader in an ad format technology called "playable ads". As the only product leader in the company, I managed all cross-functional teams including the internal R&D division that created all innovative mobile ad formats that were responsible for a 58% growth in market share and helped Leadbolt achieve its highest revenue since inception.

Notable Achievements

- Led the entire Product Strategy at Leadbolt
- Created and launched a new product "Playable Ads"

Nov 2015 – Mar 2017

Product Manager | Vserv, India

June 2014 – Nov 2015

(Acting Product Manager and) Technical Writer | Contentstack, India

Dec 2012 – Feb 2014

Technical Writer | Ibruk Consulting, Mumbai, India

Nov 2011 – Dec 2012

Product Manager and Technical Writer | Phoenix Forge Pvt Ltd, Bengaluru, India

Sep 2011 – Jul 2012

Center Manager | Rustomjee Academy for Global Careers, India

Dec 2010 – Sept 2011

Technical Writer | Ibruk Consulting, Mumbai, India

EDUCATION

Masters of Business Administration: Boston University (expected 2024)

Graduate Certificate of Strategic Management: [Harvard University, June 2020](#)

Bachelor of Engineering (Mechanical): Pune University, May 2010

Internships

- JCB India Ltd. (Manufacturing and Quality teams) – six-month industrial in-plant training
- PARI Ltd. (Robotics and R&D teams) – six-month industrial in-plant training

Certifications

Stanford University

- Social Computing (credit)
- Algorithms: Design and Analysis
- Writing in the Sciences

AIPMM

- Certified Product Manager
- Certified Product Marketing Manager

Scrum.org

- Certified Professional Scrum Product Owner
- Certified Professional Scrum Master

Vrije Universiteit Amsterdam

- Integration Acceleration Studios

United Nations

- Digital Transformation for Sustainable Development

World Health Organization

- Discover your Leadership Moment

John Hopkins University

- Psychological First Aid

SAP

- Passionate Product Ownership
- Development Process Framework - Innovation Cycle
- Agile at Scale
- Leading Customer Success
- SAP Product Standards

IBM

- Enterprise Design Thinking Practitioner
- Enterprise Design Thinking Co-Creator
- Team Essentials for AI

LinkedIn Learning

- Organizational Thought Leadership
- Project Management Foundations
- Change Management Foundations
- Data Visualization - Storytelling

John Hopkins University

- Psychological First Aid
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