SHRADDHA SRIDHAR

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EDUCATION

DUKE UNIVERSITY, **The Fuqua School of Business**   Durham, NC
Master of Business Administration, Marketing and Decision Sciences   *May 2018*
Thomas B. Roller Scholar; Leadership Fellow; Data Scientist Intern at a FinTech startup; Head of Product at a Duke-affiliated biomedical/IoT startup; Digital marketing consultant at eCommerce startup

ARIZONA STATE UNIVERSITY   Tempe, AZ
Master of Science, Electrical Engineering   *May 2012*
Received merit-based full scholarship; Teaching Assistant for core and advanced elective courses; Research Assistant on U.S. government-funded project for space applications

UNIVERSITY OF MUMBAI   Mumbai, India
Bachelor of Engineering, Electronics and Telecommunications Engineering   *May 2010*
Graduated in top 5% of class; Founding and cabinet member for technology and cultural symposia

EXPERIENCE

HDS GLOBAL   Palo Alto, CA
eCommerce/Robotic automation startup founded by Louis Borders (founder & CEO of Borders Bookstores)   *July 2018 -*
Product Manager
- Conducting market research, evaluating candidates for retail partnerships and developing strategies to deploy robotic automation solutions at customer/partner facilities.
- Collaborating with CTO in defining MVP, product roadmap and launch plan for the company.
- Detailing product requirements, defining metrics and creating processes to accelerate development.
- Evaluated solutions, proposed and implemented CRM system to streamline recruitment.

JUICERO INC.   San Francisco, CA
Internet of Things/Food Technology startup funded by Google Ventures and Kleiner Perkins (Series C, $120M)   *Summer 2017*
Product Manager Intern
- Conceptualized a new product category for B2C segment and developed end-to-end business plan and go-to-market strategy to increase lifetime value of users by 50%. Secured CEO's buy-in to integrate the category into company's roadmap and the plan was chosen to be presented to investors.
- Wrote user stories, prioritized features, developed product roadmap and led cross-functional team of engineers, marketers and designers to gather user feedback (A/B tests, customer interviews) on MVP.
- Collaborated with customers, engineering, UX, marketing and sales teams to create specifications and implement a nutrition tracking app feature to improve user retention by 20%.

QUALCOMM TECHNOLOGIES INC.
Senior Product Design Engineer, Snapdragon & Centriq Processor Design Team   Raleigh, NC
- Promoted to senior engineer within 2 years, half the average promotion time-frame.   *2014 – 2016*
- Led a cross-functional team of designers, test and customer engineers across U.S. and Asia in deploying hardware & software solutions that improved power efficiency on server processors by 30%.
- Led a multi-functional team on product testing and validation that resulted in 100% bug-free integration of chipsets into market-leading smartphones and tablet PCs.
- Interviewed, hired and served as a mentor to 30 new hires.

Product Design Engineer, Memory Interface Digital Design Team   San Diego, CA
- Recognized as the youngest lead inventor with four granted patents.   *2012 – 2014*
- Managed a matrix team of 8 product designers to incorporate a novel patented feature into mobile products, improving operating speed by 40% and winning two multinational customers.

ADDITIONAL INFORMATION

Technical skills: R, SQL, PERL, Python, Project management tools, Embedded System Design, Machine Learning & AI (coursework).
Hobbies & Community: Reading biographies. Indian Classical vocalist. Advocate in court for neglected children.