shraddha sridhar

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# Education

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| **Duke University**, The Fuqua School of Business  **Master of Business Administration, Marketing and Decision Sciences**  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 | Durham, NC  May 2018 |
| Arizona state university  Master of Science, Electrical Engineering  Received merit-based full scholarship; Teaching Assistant for core and advanced elective courses; Research Assistant on U.S. government-funded project for space applications | Tempe, AZ  May 2012 |
| university of mumbai Bachelor of Engineering, Electronics and Telecommunications Engineering  Graduated in top 5% of class; Founding and cabinet member for technology and cultural symposia | Mumbai, India  May 2010 |

# EXPERIENCE

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| HDS Global  eCommerce/Robotic automation startup founded by Louis Borders (founder & CEO of Borders Bookstores)  *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. | | Palo Alto, CA  *July 2018 -* | |  |  |
| Juicero Inc.  Internet of Things/Food Technology startup funded by Google Ventures and Kleiner Perkins (Series C, $120M)  *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%. | | San Francisco, CA  *Summer 2017* | |  |  |
| qualcomm technologies Inc.  Senior Product Design Engineer, Snapdragon & Centriq Processor Design Team   * Promoted to senior engineer within 2 years, half the average promotion time-frame. * 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. | Raleigh, NC  *2014* − *2016* | |  | |  |
| Product Design Engineer, Memory Interface Digital Design Team   * Recognized as the youngest lead inventor with four granted patents. * 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. | San Diego, CA  *2012* − *2014* | |  | |  |

# additional information

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| **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. |