

Siddhartha (Sid) Garg

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Seasoned professional with ~20 years of experience in Data/AI in Google Search & scale-ups, with strong AI/ML knowledge, data analytics experience, product management and team leadership skills. Full breadth of experience across building AI/ML based innovative products & scaling products via product-led-growth motions/marketing. Independent consultant to seed-stage startups and ex-management consultant.

WORK EXPERIENCE

 | [Workable.com](https://www.workable.com)

Vice President, Product Growth

London, Sep'22 - till date

Led Growth team, implementing Product-led growth & Growth marketing initiatives

- Defined Product Vision for B2C SaaS products - a freemium [tool built using GenAI for hiring managers](#) (which grew to 10k users within 3 months of launch) and "[Create a job board](#)" SaaS (where 10 partnerships were launched with 5k customers in 1st 6 months).
- Devised Product Strategy and managed Roadmap for PLG pillar - enhancing the website-to-trial conversion rate through the refinement of sign-up and sign-in processes, led the development of an in-app and email-based recommendation system, and strategically revised pricing and bundling options to boost the trial-to-paid conversion rate.
- Enhanced team productivity by streamlining product launch processes, doubled Content productivity through adoption of GenAI tools & SEO efforts, reduced paid cost-per-lead by 33% by continuous experimentation with A/B testing
- Built & mentored the growth team from scratch to a group of 12 high performing individuals, with diverse skill sets from product management and B2B marketing.

 | [Google Inc](https://www.google.com)

Senior Product Manager

India/London, May'14 - Sep'22

Honed skills of AI/ML product development in Google Search and Ads

- Improved Google search experience with **product summarization feature** (on queries like: iphone prox max) using BERT, TF-IDF, [LaMBDA](#) model leading to improvement in helpfulness score by 10%,
- Launched the product comparison feature (queries like: pixel 5 vs 6) with better UX and insights summarized using LLMs, which improved query volumes from almost zero to ~2% of Search in US
- Envisioned & launched the merchant **data & analytics** platform in [Google's merchant center](#) with a 40% adoption within a year. The platform was built with 4 hours latency of data refresh, ~5 second query time at a product level for millions of products.
- Launched an [integration with Merchant Center with Google Analytics 4](#) to report Gross merchandise value (GMV) & conversions reporting, through a complex 1.5

years project with a cross-product team of 30. Adoption went to 15% of clicks within a year, beating business target of 10%.

- Launched multiple **Ad-tech** products through API integrations of Google Ads with companies in bidding/Ad-tech products, shopping feed managers, review tools, to drive acquisitions. Drove acquisitions revenue from 10x to \$500m in EMEA in 3 years.
- Envisioned and implemented a recommendation engine, to guide product roadmap for Google Ads tech partners.
- Hired and mentored a team of 5 PMs across EMEA in Google Ads API team.

| [EY \(Ernst & Young\) LLP](#)

Manager, Business Advisory

India, Aug'10 to May'14

- Strategy & Operations consulting across Tech and Telecom sector in India - 3G go to market strategy for Telco, Cost improvement in print / media deals for a Telco,
- Led digital transformation projects, such as Vendor consolidation at a ANZ Telco to a single IT vendor, Deal
- Improved EBITDA by 12% for an IT services major through restructuring RFP operations, increasing sales success pay, project management of key deals
- Launched sales digitalization app at a large Indian telco, leading to ~100% adoption in pilot market within 2 quarters of launch

| [Opera Solutions Management Consulting \(acquired by Wipro Ltd\)](#)

Senior Associate

India, Jan'07 to Aug'10

- Consulting in areas of Cost Optimization, HR optimization and analytics (customer segmentation)
- Launched Bloomberg-like intelligence tool for cost optimization

| [Crisil Research & Information Services Ltd \(a S&P company\)](#)

Manager, Equity Research

India, May'06 – Jan'07

Tracked European semiconductor firms and posted valuation and strategic research papers

| [Texas Instruments India](#)

Design Engineer

India, Dec'03 to Mar'05

Implemented end-to-end design changes (Perl) to reduce chip design cycle time by 6-10x. Marketed solution to clients across 3 functions and 4 geographies leading to adoption by 13 chip designs worldwide

EDUCATION

[Indian School of Business \(ISB\), Hyderabad](#)

India, 2005-2006

MBA (Marketing and Finance), Dean's & Core Merit Lister

[Indian Institute of Technology \(IIT-BHU\)](#)

India, 1999-2003

Bachelor of Technology (Gold Medallist)
