

SIDDHARTH MOTWANI

PRODUCT MANAGER/PRODUCT ANALYTICS MANAGER

/in/siddmotwani



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571-275-4166



EDUCATION

DOUBLE MAJOR: Management
Information Systems & Finance

MINOR: Computer Science

Purdue University
2008 - 2012

PROFESSIONAL SKILLS

PRODUCT ANALYTICS | AB
TESTING | INNOVATION |
USER SEGMENTATION | AGILE
+ SCRUM | MOBILE | FINANCE
| PRODUCT ROADMAP | SEO |
PROBLEM SOLVING | CROSS
FUNCTIONAL LEADERSHIP |

SKILLS AND EXPERIENCE

SQL & GOOGLE ANALYTICS



PRODUCT STRATEGY



AB TESTING



SKETCH/INVISION/BALSAMIQ



JAVA/MONGO/HTML5/HADOOP



AWARDS / EXTRA

PROMOTIONS: Product Manager
08/16 & Analytics Manager 01/17

ACADEMIC: Honors College graduate

LEARNING: Problem Solving And
Object-Oriented Programming
(CS180) TA, 2009-12

THOUGHT LEADERSHIP: Speaker at
Metis Data Science academy NYC

High-impact product manager with 5+ years of cross functional experience driving product strategy. Equipped with excellent analytical skills, design thinking and technical dexterity to deliver innovative products. Passionate about understanding customer needs and delivering solutions that address them. Adept at growing and scaling product features. Excel in analytics, product design, problem solving, building strong relationships with engineering teams and market analysis.

PROFESSIONAL EXPERIENCE

PRODUCT MANAGER/PRODUCT ANALYTICS MANAGER

Priceline.com / New York, NY / 2016 - Present

Leading product teams and driving strategy for AB testing, machine learning recommendation products and product insights and analytics

- Designed and released Priceline's Deal Score feature, driven by a newly built set of listing algorithms, resulting in a 6% YoY conversion lift across product
- Built Priceline's AB testing platform from the ground up redefining experiment analytics while creating a scalable, real-time and UX friendly testing application
- Responsible for a team of data scientists/analysts who strategically create growth opportunities for product through descriptive and predictive analyses
- Revamped statistical baseline metrics/calculations by evaluating methodology (inference testing, outliers, etc) and implementing Bayesian modeling solution

SENIOR ANALYST, DATA SCIENCES/ASSOCIATE PRODUCT MANAGER

Priceline.com / New York, NY / 2015 - 2016

Drove strategic direction of product using analytical skills to explore innovative ways to make booking a more personal experience by enhancing user-facing products using vast amounts of meta-data and quickly became the "go-to-person" for online experiments

- Generated over 1,100 bookings per day(BPD) earning \$2.39M+ in incremental revenue for the company across all products (Hotel, Air, Rental Car, Apps)
- Spearheaded cohort analysis to retire Air Name Your Own Price (NYOP) and developed share shift solution resulting in 23% YoY growth of Express Deals
- Launched first demand messaging enhancement on Priceline's listings page resulting in largest incremental growth for experiment run in 2015

PRODUCT MANAGER - IT LEADERSHIP PROGRAM (ITLP)

GE Capital / Norwalk, CT & Chicago, IL / 2013 - 2015

Underwent a two-year business/technical product leadership program which gives top college graduates an opportunity to acquire and develop strong technical, analytical and leadership skills in a product management role while applying them to key initiatives

- Developed a single application for business users to review/accept deals, product approvals and financials increasing operational efficiency by 35%
- Engineered 14% YoY growth of premium GE product that offered clients access to predictive analytics and market/social media data
- Led two scrum teams to design and implement an intelligent pricing application that hosted commodity deals, hedges and stocks enabling accurate and effective trading decisions, generating a revenue pipeline of over \$750k