



## CONTACT



1 (226) 980-9134

Phone Number



gsing994@gmail.com

Email



www.GurmanSingh.com

Website

## AWARDS

### Next 5% Award – 2019

Released two industry-leading software features

Advanced Micro Devices

### Executive Spotlight – 2018

Directing the largest company software launch

Advanced Micro Devices

### Director Spotlight – 2017

Created outstanding major product deck

Advanced Micro Devices

## EDUCATION

### B.Sc (Hons) – 2016

The University of Western Ontario

## SKILLS

### PROCESS MANAGEMENT

### SaaS & IaaS BASIC ARCHITECTURE

### MARKETING STRATEGY

### LRP FORECASTING

### ISV RELATIONSHIP MANAGEMENT

### MRD/PRD DEVELOPMENT

BEGINNER  
INTERMEDIATE  
ADVANCED  
AREA EXPERT

# Gurman Singh

## Product Manager

## SUMMARY

An accomplished product management professional with four years of bringing products to market. Experienced in strategy and leading large product releases to drive over 300 million downloads and 200 million total views. Highly organized, detail-oriented, and conscientious self-starter, able to strategize and prioritize effectively to accomplish multiple tasks with creativity, enthusiasm, and humor.

## PROFESSIONAL EXPERIENCE



### Advanced Micro Devices (AMD) – Product Manager

May 2018 – Present

- Created and adjusted user experience roadmap items by analyzing feedback through PR and social media reviews, as well as deep user interaction tools
- Managed graphics optimizations (efficient paging, shader tuning, ML heuristics) for new products driving a 15% gain in GPU product profit margin
- Identified and prioritized key strategic graphics software required to accelerate new IP and increased 30x YoY ROI of operational expenditure (OPEX)
- Defined MRDs and PRDs for specialized hardware (VCE, ACP, RT Accelerators) in conjunction with major partners to create consumer-focused products
- Prioritized major roadmap items for 70+ Radeon Software UX/UI features
- Represented AMD to global partners, showcasing new products and features, fielding questions, providing technical support and collecting feedback on current and future developments

### Advanced Micro Devices (AMD) – Product Marketing Specialist

June 2016 – May 2018

- Led five product and software launches gathering over 200 million total views
- Worked with product management to translate technical documentation and industry jargon into impactful storytelling used by PR for press releases and investor relations, along with social media for message amplification
- Analyzed campaign postmortems to develop recommendations with action items for future releases targeted at creating and improving company-wide KPIs
- Created marketing content for sales enablement, marketing newsletters, and customer-centric web content
- Represented AMD to champion software releases on world-wide press tours, i.e webcasts, events, press interviews, presentations, etc

### The University of Western Ontario – Microsoft Account Specialist

January 2015 – May 2016

- Built long term partnerships with customers to identify and sell SaaS/IaaS products
- Drove the adoption of platform services through various channel-driven activations
- Recognized as a regional product expert and supported customers on software value



### Intercept Group – Microsoft Marketing Lead

August 2013 – December 2014

- Managed a cross-functional team to educate staff and students on Office365 products
- Stimulated product sales by creating and launching promotions for SaaS products
- Led social media marketing campaigns on Facebook and Twitter to increase brand awareness and purchase intent
- Conducted market research during seminars to gain valuable behavior preferences to better serve customers
- Ensured marketing programs aligned with the overall strategy and vision of Microsoft Canada

