

# Sakshi Middha

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## Summary

Accomplished Senior Product Manager with a proven track record of 6 years of delivering successful cloud, web, and mobile products. Expertise in driving product strategy, leading cross-functional teams, and optimizing product lifecycles to achieve significant business impact. Demonstrated ability to build and maintain strong stakeholder relationships while delivering exceptional customer experiences.

## Professional Experience

### Digital Product Manager (TPM), Penske

Mar 2023 - Present

- Led cross-functional team of 20, to deliver mobile apps for non-tech-savvy users, reducing product delivery time by 25%
- Conducted customer interviews and market research, driving a 40% increase in satisfaction by identifying key pain points and refining product strategy
- Partnered with designers to create user-centric features, boosting user satisfaction by 80% received through user feedback
- Developed and executed strategic roadmaps, ensuring timely delivery of government-compliant features in a time-boxed schedule
- Authored PRDs and user stories, streamlining project execution and reducing feature deployment time by 15%
- Collaborated with stakeholders to prioritize and deliver high-impact features, increasing product adoption by 20%
- Worked with marketing to design go-to-market strategies and campaigns, leading to a 25% increase in user adoption
- Spearheaded cross-functional product initiatives, ensuring synchronized releases and alignment with business objectives across multiple product teams

### Product Manager Intern, Verily, Alphabet Inc.(Google)

May 2022 – Aug 2022

- Managed cross-functional teams and stakeholder communications for product launch of web and mobile Onduo app for biggest client to monitor and provide personalized solutions to increase client engagement by 15%
- Established efficient workflow processes, monitored daily productivity, and implemented modifications to overhaul transparency for sales and marketing teams
- Formulated data visualization models to optimize and track KPIs, sharing results with leadership to modify product launch strategy
- Created and prioritized a backlog of user stories for multiple workstreams to effectively prioritize and assign tasks to designers, marketing, sales, and data analysts.
- Focused on change management in business process improvement by streamlining work inflow from multiple channels into one single platform to increase cross-functional team productivity by 25%

### Product Owner, Citrix Systems

Dec 2018 – Nov 2020

- Developed and overhaul a strategic product roadmap, launching SaaS analytics products that generated \$500,000 in revenue.
- Analyzed and solved performance bottlenecks on cloud infrastructure by autoscaling to achieve 20% output improvement
- Simplified and automated a solution to optimize the cloud resource allocation by reducing idle time saving \$70,000 annually
- Designed internal analytical dashboard for NetScaler, Citrix Flagship Product, to detect 80% of bugs pre-release
- Led engineering team in UI/UX and backend feature development, testing and launch for NetScaler to facilitate on-time delivery
- Coordinated with multi-region product managers to deliver acceptance testing and support for Citrix products on multiple platforms

### Software Engineer 2, Citrix Systems

Jun 2016 – Dec 2018

- Led and guided product launch of Enterprise software from ideation to launch of "Citrix Analytics," a \$12 million time-critical project
- Collaborated with design team to develop wireframes for UI Dashboards in Citrix Application Management to improve UX/UI
- Delivered high quality and on time delivery of NetScaler features for customer retention and facilitated Sales to acquire 4 big clients
- Conducted user requirement analysis and devised a self-service diagnostic tool to reduce customer support calls by 60%
- Orchestrated mentoring programs on technologies such as JIRA, GitHub to expedite release of feature in two weeks sprints

## Skills & Certifications

- **Certifications:** Certified Scrum Master (CSM), Six Sigma Green Belt Certified, Security Compliance Blue Belt (Lv 5 out of 7), NN/g Mobile Development, NN/g User Experience, Duke University Machine Learning for Product Managers
- **Technical Skills:** Python, JIRA, Asana, Google Cloud, Microsoft Tools, JavaScript, HTML, SQL, APIs, CMS, AWS, Confluence, Slack, Miro, Figma, Git, Azure, Confluence, Tableau, Pandas, Google Analytics
- **Professional Skills:** Leadership, Product/Project Management, Agile/Scrum, Kanban, Problem Solving, Product Tradeoff, Customer Journey Mapping, Customer Interview, Cross-Functional Collaboration, Process Optimization, Negotiation and Conflict Resolution, Design Thinking, Stakeholder Management, A/B testing, Strategy Development, KPI Development, Data Analytics, Value Proposition, Decision Making

## Education

University of Pittsburgh, Joseph M. Katz Graduate School of Business, Pittsburgh, PA

Master of Business Administration (MBA)

Jan 2021 – Dec 2022

Master of Science in Management Information Systems (MIS)

Jan 2021 – Dec 2022

Graduated Magna cum Laude, Student Community Board Member, College Ambassador of IGSA- Pitt

PES University, Bangalore, India

Bachelor of Engineering in Computer Science

July 2012 – May 2016

Graduated Summa cum Laude, Board member of College Technical Community for mini projects