Sakshi Middha

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Product Manager

Strategic Product Leader with 7+ years of experience bridging technical expertise with business acumen to deliver impactful digital products. Expert at transforming complex business challenges into customer-centric solutions across cloud, web, and mobile platforms. Proven track record of driving business outcomes through data-driven decision making, cross-functional leadership, and strategic product vision. Consistently delivers measurable results: 40% increase in user satisfaction, 25% faster product delivery, and $4M revenue generation.

KEY HIGHLIGHTS

Driver Mobile Application Transformation Streamlined roadside assistance process by reducing breakdown reporting time by 40% for time-critical deliveries. Implemented real-time status updates and automatic escalation for high-value customers. This initiative saved $2M in potential losses while driving a 40% increase in driver satisfaction through data-driven feature prioritization.

Electronic Driver Vehicle Inspection Report (eDVIR) Digitized mandatory vehicle inspections, saving $1.5M annually by eliminating 2.5 days of driver paperwork. Integrated with maintenance systems for 60% faster issue response. Achieved 80,000 digital submissions in two quarters, improved compliance by 40%, and contributed to 25% increase in new customer acquisition.

AREAS OF EXPERTISE

Core Skills: Product Strategy & Roadmap Planning | Cross-Functional Leadership | Product Execution | Stakeholder & Executive Engagement| Market Research & Competitive Analysis | Product Growth & Expansion | Innovation & Product Vision Setting

PROFESSIONAL EXPERIENCE

Penske | Product Manager |Philadelphia   Mar 2023 – Present

Led product strategy, user-centric innovation, and cross-functional leadership to deliver impactful, data-driven mobile solutions that align with business goals and regulatory requirements.

- Architected comprehensive roadmap for mission-critical driver applications handling $400K+ in delivery value daily; balanced competing priorities across 3 business units while ensuring compliance with DOT regulations and maintaining 99.9% system reliability for 10,000+ drivers.
- Led immersive research methodology including driver ride-alongs and contextual interviews that uncovered previously hidden pain points; translated findings into intuitive mobile features that increased user satisfaction by 40% and reduced training time from 2 days to 4 hours.
- Orchestrated seamless collaboration across a 20-person team spanning engineering, UX, QA, operations and compliance; implemented structured sprint ceremonies and decision frameworks that reduced delivery time by 25% while improving code quality metrics by 30%.
- Developed executive communication framework with tiered dashboards and insight-driven presentations; secured buy-in for controversial roadmap changes by quantifying $1.2M annual savings, streamlining approval cycles by 15% and accelerating time-to-market for critical safety features.
- Crafted comprehensive launch strategy with targeted messaging for 4 distinct user segments; partnered with marketing to develop adoption incentives and training materials that achieved 25% higher adoption within 60 days, generating positive coverage in 3 industry publications.
- Designed a sophisticated value-tracking system correlating product usage with operational KPIs; established a clear ROI methodology that quantified $3.5M in annual savings, enabling data-driven prioritization that boosted adoption of revenue-generating features by 20%.

Alphabet | Product Manager Intern |San Francisco   May 2022 – Aug 2022

Enhanced customer engagement and efficiency through data-driven decisions and optimized resource allocation.

- Orchestrated end-to-end product strategy for Onduo's digital health platform serving 5.6M members; integrated patient monitoring with personalized interventions driving 15% higher engagement and 22% improved medication adherence, while engineering data visualization systems that guided a strategic pivot resulting in 40% higher adoption.

- Transformed cross-functional collaboration through centralized project management that eliminated silos across 7 workstreams; implemented sophisticated prioritization framework balancing business impact, technical feasibility, and risk factors that increased team productivity by 25% and accelerated high-value feature delivery by 35%.

Citrix | Product Owner |Bangalore   Dec 2018 – Nov 2020
Drove product strategy and execution for enterprise SaaS analytics solutions.
- Conceptualized and championed comprehensive SaaS analytics platform from initial business case through market launch; secured cross-department buy-in for $1.2M investment by demonstrating 3x ROI potential, ultimately generating $500K in first-year revenue and establishing a new enterprise market segment with 85% retention rate.
- Led deep-dive technical investigation that uncovered critical bottlenecks in cloud infrastructure serving 10,000+ global customers; implemented intelligent auto-scaling solution and memory optimization that improved system throughput by 20% during peak demand, eliminating customer escalations during quarterly reporting periods.
- Pioneered innovative machine-learning algorithm to predict optimal resource allocation across multi-region cloud deployment; automated provisioning and deprovisioning based on usage patterns, reducing idle capacity by 42% and saving $70K annually while maintaining 99.99% service reliability.
- Architected sophisticated pre-release analytics dashboard integrating test automation results, code complexity metrics, and historical stability patterns for NetScaler; enabled engineering teams to preemptively identify 80% of potential bugs before release, reducing critical post-launch incidents by 65% and improving customer satisfaction scores.
- Established structured governance framework connecting product teams across North America, EU, and APAC regions; implemented standardized acceptance criteria and feature definition templates that ensured consistent customer experience across platforms while respecting regional compliance requirements and reducing localization costs by 30%.

Citrix | Software Engineer 2 |Bangalore   Jul 2016 – Dec 2018
Enabled accelerated growth and enhanced efficiency through strategic product development and optimization.
- Spearheaded the end-to-end product launch of "Citrix Analytics," a $12M enterprise software initiative, while enhancing NetScaler features that directly contributed to securing four major enterprise clients; designed intuitive dashboards and self-service diagnostic tools that reduced customer support costs by 60% and improved user engagement.
- Orchestrated development efficiency through structured mentoring programs on JIRA and GitHub that accelerated feature delivery to two-week sprints; balanced technical implementation with user-centric design to drive enterprise adoption, ensuring successful deployment of business-critical analytics capabilities.

EDUCATION_____

MBA,Strategy and Marketing, University of Pittsburgh	2020 - 2022
M.S., Information Management, University of Pittsburgh	2020 - 2022
Bachelors in Engineering, PES University	2012 - 2016