

SNEHA BASU

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EDUCATION

2025 - Present	KELLOGG SCHOOL OF MANAGEMENT MCCORMICK SCHOOL OF ENGINEERING NORTHWESTERN UNIVERSITY <i>Candidate for Joint Degree: MBA, Artificial Intelligence, March 2027, Forte Fellowship Recipient</i> <ul style="list-style-type: none">Clubs: Kellogg Tech, Kellogg AI Club, Tennis Club, Ski and Snowboard Club	Evanston, IL
2016 - 2020	PURDUE UNIVERSITY <i>BS in Computer Engineering with minors in Business Economics and Entrepreneurship</i> <ul style="list-style-type: none">Internships: Software Engineering Intern at Airtel(2017), Equifax(2018), Salesforce (2019)Leadership: International Student Peer Coach, Women in Engineering Lead	West Lafayette, IN

EXPERIENCE

Summer 2025	WINGREP.AI <i>AI-powered sales copilot that provides real-time coaching and delivers call insights</i> Product Manager <ul style="list-style-type: none">Analyzed key product metrics to establish a tracking system; identified a 25% drop-off point and translated insights into UX improvements prioritized for the next quarter's roadmapAssessed user retention drivers by analyzing usage metrics across 15+ pilot enterprise customers, delivering actionable insights to engineering teams that led to 3 sprint priority realignments.Synthesized customer feedback from 5+ weekly calls and product demos, translating insights into 8 engineering user stories per sprint cycle and achieving a 40% increase in feature adoption ratesAdvised C-suite on various fundraising strategies and helped the team raise pre-seed round of \$850K	Remote, Kuwait
2020 - 2025	SALESFORCE Software Engineer- II <ul style="list-style-type: none">Increased GenAI feature adoption by 60% among SalesCloud customers by partnering with Product Strategy, Data Science, and Sales to define and deliver roadmap for a RAG-based AI search that surfaced insights from voice and video calls.Drove launch with engineering, boosting customer visibility into sales processes by 30% and lifting Salescloud revenue 5%; featured at Laulima and Dreamforce keynotes.Shaped the Sales Mining Dashboard by translating customer feedback and market analysis into a prioritized roadmap, coordinating input from engineering, design, and sales.Partnered with Product VP to map competitor matrix for SalesCloud's Video Conferencing features, building 1-year roadmap projecting 50% higher win rate.Built customer journey frameworks using quantitative and qualitative data to identify high-churn touchpoints and opportunities for product experimentation. Adopted framework across segments, increased engagement by 10%.Facilitated a mentorship program for 3 summer interns at Salesforce, providing personal feedback and designing knowledge-sharing sessions to improve code quality. Software Engineer-I <ul style="list-style-type: none">Established and directed monthly operational reviews, implementing KPIs aligned with business priorities and drove accountability across multiple teams.Designed development roadmap of monitoring features used by over 300 salesforce engineers, incorporating user stories and user journeys to inform feature prioritizationCollaborated across engineering teams to redesign the deployment framework based on user stories and user journeys. The redesign enabled daily testing and resulted inDrove adoption of new technology by leading workshops and developing comprehensive documentation, enabling faster onboarding and team-wide alignment.	San Francisco, CA

ADDITIONAL DATA

- **Entrepreneurship & Community:** Launched a nonprofit that connects 100+ female founders with investors in the Bay Area, developing a proprietary database to facilitate investment in women-led businesses. Organized and directed a non-profit gala showcasing women-owned startups, generating over \$3K in proceeds.
- **Technical Skills:** C, Python, Java, JavaScript, Agile, SQL, Agentic AI, Bedrock, GTM Strategy, CRM, Figma, R