Varoon Gupta

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Professional Experience

Product Manager • Cerence (formerly Nuance)
Sep 2019 – Dec 2019

- Independently **shipped** rebranding release to 1000+ users by prioritizing **KPI**s for cross-functional teams and customers
- Led technical integration of **15+ features** by coordinating between product, design, R&D teams, and customer commitments
- Pitched product vision founded on **competitive analysis** and **market research** to Director of Product and executives
- Translated **product roadmap** into developer-ready epics, **user stories**, and acceptance criteria for rapid execution
- Interacted with users through interviews and tests to understand user needs and identify **customer pain-points**
- Wrote technical documentation conveying **key product features** enabling sales teams to acquire global customer buy-in

Process Optimization Analyst • Mattamy Homes
Jan 2019 - Apr 2019

- Spearheaded meetings with cross functional teams and other stakeholders to **assess, roadmap, iterate, and implement 10+ software solutions** for internal process owners streamlined fundamental business processes by an average of 42%
- Reduced a data sorting process from **4 hours to under 55 seconds** with automation – adopted enterprise-wide
- Created QRG documents to translate highly technical product features succinctly in business terms for enterprise use

Project Development Intern • UGE International
May 2018 – Aug 2018

- Translated **stakeholder vision** into product features and pitched a road mapped solution for the project pricing process
- Developed project cost estimation tool, streamlining cross-departmental project pricing with **data visualization**
- Conducted **market research** and created an energy consumption data-analysis framework identified 60+ ideal clients

Leadership Experience

Logistics Executive • UW Product Management
Dec 2019 – Present

- Led a team of organizers to plan out and execute core events focused on helping students break into PM careers

Co-Founder • Euphoria Apparel *(E-commerce business)*
Aug 2019 – Present

- Conducted **A/B testing** for marketing ad sets to maximize user outreach, **boosting sales 190%** during campaign period
- Led social media growth, created a bot in Python using Selenium WebDriver increasing Instagram **engagement by 223%**

Projects

Microsoft Product Management Case Comp. | Top 3

- Identified Microsoft Surface pain-points through competitive market research and survey of 100+ university students
- Designed and pitched dual-mode functionality for Surface, promoting device adoption amongst university students

Imperium Solar | 1st Place

- Conceptual start-up connecting businesses with investors to reduce the up-front financial barrier of solar projects by 80%
- Ranked 1st out of 47 teams for promoting corporate environmental responsibility amongst private sector businesses
- Traversed solar policies and proposed new monetization strategy, encouraging client investment by 70% risk mitigation

Skills

Product:	Competitive Analysis, Data Analysis & Visualization, KPI Identification, Prioritization, User Stories
Languages/Tools:	Java, Python, VBA, HTML/CSS, JIRA, Confluence, Aha, Visio, Trello, Figma, Dialogflow, Cerence Studio

Education

University of Waterloo • 3rd Year Management Engineering
Sep 2017 - Apr 2022 (expected)

Relevant Courses: Database Systems, Data Structures and Algorithms, Decision Support Systems, OB, Optimization

Interests
Barbering, Cooking, Ecommerce, Entrepreneurship, UWaterloo Varsity Ultimate Frisbee, Hockey