

Varoon Gupta

EXPERIENCE

Product Manager | Cerence Inc (F.K.A. Nuance)

Montreal, QC | September 2019 – Present

- Led strategic planning, competitive market research, and roadmapping to redefine product vision for Cerence developer tools product
- Authored Cerence Studio sales pitch by leveraging key features based on customer impact
- Improved OEM developer productivity by 12% by prioritizing language support feature
- Consulted with CSM and developer leads to groom feasibility and roadmap features

Process Optimizatton Analyst | Mattamy Homes

Toronto, ON | January 2019 – April 2019

- Consulted with stakeholders to assess, roadmap, prototype and implement 10+ software solutions to streamline fundamental business processes
- Reduced ERP system data sorting process from 4 hours to 55 seconds by developing recursive automation software in VBA – adopted by enterprise-wide Architecture teams
- Created QRG documents to translate highly technical product features succinctly in business terms to company-wide departments

Project Development Analyst | UGE International

Toronto, ON | May 2018 – August 2018

- Translated stakeholder vision into product features and pitched roadmapped solution
- Self-taught VBA and developed project cost estimation tool, streamlining cross-departmental project pricing using data visualization and linear regression
- Created a data-analysis framework for client attraction – identified 40+ ideal clients

PROJECTS

Estimated Pricing Tool (EPT)

- Developed a cross-department data visualization tool that leverages current and archived pricing data improving future project cost estimation accuracy by over 35%
- Adopted by major departments at UGE Toronto, reducing interdepartmental consultation by 50%, reducing project development process time by 21%
- Designed UI/UX and created instructional QRG documentation for 30+ employees

Euphoria E-commerce business for music festival apparel

- Conducted A/B testing for marketing campaigns to maximize user outreach
- Led social media growth campaign, increasing presence by 223%
- Automated social media growth by creating a bot in Python using Selenium WebDriver

AWARDS

- **Imperium Solar** uwEnergyHacks 2019 | **1st Place**
- **Microsoft Product Management Case Comp.** | **3rd Place**

CONTACT

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SKILLS

Expertise

Market Research
Stakeholder Analysis
Data Analysis
Data Visualization
KPI Identification
Usability Testing
Wireframing
Prioritization

Languages

Java, HTML/CSS,
Python, VBA

Tools

Excel, Git, JIRA, Aha,
Visio, Figma, Tableau

EDUCATION

University of Waterloo

B.ASc, April 2022
Management Engineering

Relevant Courses

Data Structures and
Algorithms (Java)
Intro to Optimization
Database Systems
Organizational Behavior

INTERESTS

Barbering
Varsity Ultimate Frisbee
Photography
E-commerce
Hockey
Volleyball