VIDUR S. BHATNAGAR

Product Management | Strategy | Innovation

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PROFESSIONAL EXPERIENCE

KESPRY
Lead Technical Product Manager   **NOV 2019 - PRESENT**

- Leading **product strategy, roadmap and customer discovery for V1 launch** of an ML-based analytics product in stealth

SLALOM LLC
Lead Technical Product Manager (Global Data & Analytics)   **JAN 2019 – SEP 2019**

First hire in a new team established to develop SaaS products at a consulting firm and help global teams scale delivery.

- Led a cross-functional team of 6 data scientists and engineers to **launch V1 of an ML-driven sales intelligence tool across 5 markets**, translated business requirements to technical features and mentored the team on agile delivery.
- Moderated several customer discovery sessions and architected a data platform for data ingestion and reporting for SightLife (Slalom's largest non-profit project), where I was **selected in a team of 6 across 300 applicants.**

KERITON LLC
Founder & CEO   **MAR 2016 – AUG 2018**

Launched Keriton at UPenn (on a hackathon winning idea) to help moms, nurses and lactation consultants achieve better outcomes for babies by automating breastmilk management. Eventually, took a leave of absence to run the company full-time as I was granted **extraordinary skills status by the US government** (O1 Visa, EB1 Green Card).

- **Raised $1.6M** from top-tier VCs and strategic partners like DreamIt, Penn Medicine, International Blue Cross, etc.
- **Led a team of 12** through product definition, development, deployment and support
- Conducted design thinking sessions with 25 nurses and 350+ moms to launch a 2-app system which **achieved 90+ NPS for provider app and 4.85 (on 5) rating on app stores for patient apps**
- Designed UI/UX for 40+ screens and launched novel products like the world's first lactation analytics platform with real-time chat and photo-sharing, **helping moms' increase their pumping by 40%** and **preventing $2.5M in HIPAA-errors per site**
- Managed the technology team and architected the SaaS platform - 2 apps, 5 products, 40+ workflows, 60+ database tables/views, and 80+ APIs - with **zero downtime in 1.5 years** with 99.99% SLAs.
- Sold **$1.1M worth of multi-year B2B contracts,** created pre-sales collateral and conducted sales demos for 75+ clients
- Collaborated with multiple customer stakeholders for go-live activities, and in one instance trained **150+ nurses in 2 weeks**.
- Pitched at numerous events to win **14 national and international awards** like Gold Stevie Startup of the Year, America's Most Unique Small Business, Impact Pediatric SXSW Pitch Competition, etc., resulting in **30+ organic press articles.**

SAP LABS INDIA
Product Owner & Software Engineer   **FEB 2013 – JUL 2015**

- As the **Youngest Product Owner (globally)**, I led the charge on enterprise visualizations & dashboards for SAP Cloud for Planning and SAP Lumira. I was responsible for defining roadmaps, building cross-functional consensus, and delivery.
- Created user stories and conducted customer workshops as a **Product Management Fellow for SAP Palo Alto team** for Stanford's Social Flex Seating - a group-ticketing app.
- Selected as a **Technical Fellow in the Managing Director's office** to develop API services, SQL scripts, and predictive algorithms on SAP HANA (SAP Sports Analytics) that helped a Cricket franchisee in India win back to back championships.
- Developed a novel algorithm for SAP HANA to optimize compression algorithms to achieve an improvement of 75-100% on data access speeds**.** I was awarded as the **2013 Employee of the Year** (across 4500 employees in India) for this project.

ROHITS & CO. (INDIA)

Freelance Software Engineer **JUL 2011 – JAN 2013**

- Developed a desktop app to automate 15+ ERP workflows for SMBs, reducing process time **from 30 days to 15 minutes.**

EDUCATION

UNIVERSITY OF PENNSYLVANIA 2015 – 2016

Candidate for MS in Robotics (Major – Artificial Intelligence) **GPA – 4.0 (on 4)**

- A+ grade for a distributed mini-Google search engine (based on the PageRank algorithm) over 1M crawled pages
- 3 awards at PennApps - world's largest hackathon - 2nd Prize (2015), 2nd Prize (2016), Best Entrepreneurial Hack (2016)
- As a Research Assistant for Prof. Lyle Ungar developed an interactive Google map to display psychological trait differences in public Tweets for the World Well-Being Project (WWBP)

JAYPEE INSTITUTE OF INFORMATION TECHNOLOGY 2008 – 2013

Dual Degree BS (Computer Science) & MBA (HR) **MBA GPA – 8.9 | BS GPA – 8.5 (on 10)**

- 2nd rank (out of 150)
- A+ grade for thesis project on Sign Language to Voice Conversion Gloves
- Government of India scholarship for academic excellence (for 5 years from 2008 - 2013)

SKILLS

- Product Management - Customer Discovery, Feature Prioritization, Roadmaps, GTM and Pricing Strategies
- Full-Stack Development & Cloud Architecture - Java, JS, SQL, AngularJS, Ionic, Cordova, React, NodeJS, Git, AWS
- Data & Analytics - Python, Tableau, PowerBI
- Sales & Marketing - Streak, Zoho, Hubspot, MailChimp
- UI/UX - Photoshop, Inkscape
- Exceptional interpersonal and communication (written, verbal and presentation) skills
- Strong problem solving, negotiating, conflict resolution and decision-making skills

PATENTS & PUBLICATIONS

- Visualization of Key Performance Indicator Dependencies (US) Jun 2017 (**Issued**)
- Optimization Using Statistical Estimation (US/EU) Apr 2016 (**Issued**)
- Virtual Split Dictionary for Search Optimization (US) Dec 2015 (**Issued**)
- Improved Expression of Breastmilk via Automated Methods (US) Jun 2016 (**Filed**)
- Multi-Dimensional Visual Analytics for Industries (US/India) Sep 2015 (**Filed**)

- In-Memory DB Optimization Using Statistical Estimation (IEEE CCEM 2015) Nov 2015 (**Published**)
- A Cost-Effective Sign Language to Voice Emulation System (IEEE IC3 2015) Aug 2015 (**Published**)