

# VIDUR S. BHATNAGAR

Product Management | Development | Innovation

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## SUMMARY

Hands-on technical product manager, with a proven track record of delivering SaaS products. With a deep passion and understanding of the enterprise market, my expertise lies in understanding customer needs and defining innovative solutions, architecting complex end-to-end cloud and AI/ML products, setting up high-performance teams and communicating with both technical and non-technical stakeholders across multiple teams. I possess a unique blend of business and technical skills and enjoy spending time with clients, both internal and external.

## SKILLS

- Product Management (Prioritization, Roadmaps, GTM and Pricing Strategies)
- Full-Stack Development & Cloud Architecture (Java, JS, SQL, AngularJS, Ionic, Cordova, NodeJS, Git, AWS)
- Data & Analytics (Python, Tableau, PowerBI)
- Sales & Marketing (Streak, Zoho, Hubspot, Mailchimp)
- UI/UX (Photoshop, Inkscape)
- Exceptional interpersonal and communication (written and verbal) skills

## ACHIEVEMENTS

### SLALOM LLC

**JAN 2019 – PRESENT**

Practice Area Lead - Product Management, Data & Analytics

- Launched pilot product across 5 markets
- Additionally, selected as a Solution Architect in a team of 6 (across 300 internal applicants) for Slalom's largest philanthropic engagement with SightLife

### KERITON LLC

**MAR 2016 – AUG 2018**

Founder, CEO & Chairman of the Board

- Secured \$1.2M in multi-year B2B contracts
- Raised \$1.6M in funding from institutional VCs like BioAdvance, DreamIt, Penn Medicine, IBX, etc.
- Won 14 national and international awards namely Gold Stevie Award Startup of the Year (Business), Gold Stevie Award Startup of the Year (Tech), Impact Pediatric SXSW pitch competition, etc.
- Generated 30+ news articles across national and international media outlets, leading to top SEO results
- Zero downtime (in 1.5 years) with 99.99% uptime SLAs

### SAP LABS INDIA

**FEB 2013 – JUL 2015**

Product Owner & Software Development Engineer

- Youngest Product Owner (Globally)
- Technical Fellow (Managing Director's Office) - 2013
- Employee of the Year (Spirit of Innovation Category across 4500 employees in India) - 2013
- Star Employee of the Managing Director's Office - 2014

## MISCELLANEOUS

- 3 awards at PennApps (world's largest hackathon) for Best Entrepreneurial Hack (Fall 2016), 2nd Grand Prize (Spring 2016), 2nd Grand Prize (Fall 2015)
- Government of India scholarship for academic excellence (for 5 years from 2008 - 2013)
- Granted O1 visa (for extraordinary skills) by the US government (2017) and approved for EB1 Green Card (2019)

## PROFESSIONAL EXPERIENCE

### SLALOM LLC

Leading a team of high performing employees (HPEs) for a machine learning driven sales intelligence tool.

- Working at the strategic level to propose innovative solutions
- Creating and prioritizing user stories and incorporating them into release planning
- Establishing a regular communications cadence for product stakeholders and executives
- Working with an agile engineering team to define and validate the technical approach, strategy, and deliverables
- Providing thought leadership on how to build and deliver SaaS the right way

### KERITON LLC

Created the world's most advanced breast milk management SaaS platform for hospitals - from inception to product development to GTM. The platform has safely completed 100K+ feeds and prevented \$10M+ in HIPAA fines to date.

#### Product Management

- Defined the various stages of a product lifecycle from vision to go-to-market to pricing strategies
- Regularly conducted design thinking sessions with customers to identify requirements/improvements
- Translated functional requirements to technical features and built internal and external product roadmaps
- Coordinated multiple go-live activities across several stakeholders on the customer's end

#### Product Development

- Architected the entire platform - 2 apps, 4 products, 40+ workflows, 60+ database tables/views, and 80+ APIs
- Managed a lean team of 5 engineers with bi-weekly sprint releases and performed all code reviews
- Developed majority of the Kare Nurse app (workflow engine, rules engine, socket-based printer integrations, etc.)

#### Sales & Marketing

- Setup a comprehensive sales process and launched a monthly newsletter delivered to 10,000+ recipients

#### UI/UX

- Designed the brand guidelines including UI/UX for 40+ screens, website, decks, one-pagers, flyers, etc.

### SAP LABS INDIA

- Enterprise Visualizations & Dashboards – product management for SAP Cloud for Planning and SAP Lumira
- Moneyball for Cricket - implemented predictive algorithms on SAP HANA to build a suite of sport analytics tools
- Social Flex Seating (Stanford) - product management for a group ticketing platform
- Augmented Reality Platform - developed a geo-location-based Android platform integrated with SAP backend

## EDUCATION

### UNIVERSITY OF PENNSYLVANIA

2015 – 2016

Candidate for MS in Robotics (on a leave of absence)

GPA – 4.0 (on 4)

### JAYPEE INSTITUTE OF INFORMATION TECHNOLOGY

2008 – 2013

Dual Degree in MBA (HR) & BS (Computer Science)

MBA GPA – 8.9 & BS GPA – 8.5 (on 10)

## PATENTS & PUBLICATIONS

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|----------------------------------------------------------------------------|-------------------------------|
| • Visualization of Key Performance Indicator Dependencies (US)             | Jun 2017 ( <b>Issued</b> )    |
| • Optimization Using Statistical Estimation (US/EU)                        | Apr 2016 ( <b>Issued</b> )    |
| • Virtual Split Dictionary for Search Optimization (US)                    | Dec 2015 ( <b>Issued</b> )    |
| • Improved Expression of Breastmilk via Automated Methods (US)             | Jun 2016 ( <b>Filed</b> )     |
| • Multi-Dimensional Visual Analytics for Industries (US/India)             | Sep 2015 ( <b>Filed</b> )     |
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| • In-Memory DB Optimization Using Statistical Estimation (IEEE CCEM 2015)  | Nov 2015 ( <b>Published</b> ) |
| • A Cost-Effective Sign Language to Voice Emulation System (IEEE IC3 2015) | Aug 2015 ( <b>Published</b> ) |