VIDUR S. BHATNAGAR

Product Management | Development | Innovation

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SUMMARY

A highly accomplished and results-driven technology leader, passionate about creating a big, positive impact on the world through the development of new technology. A unique blend of expertise in product management, full-stack software engineering and cross-functional skills like sales, hiring, fundraising, board communication, building go-to-market strategies and public speaking has resulted in several successful product launches.

SKILLS

- Full-stack development & cloud architecture (Java, JS, SQL, AngularJS, Ionic, Cordova, NodeJS, Git, AWS)
- Product Management (JIRA, Confluence, Asana)
- Sales & Marketing (Streak, Zoho, Hubspot, Mailchimp)
- UI/UX (Photoshop, Inkscape)

PROFESSIONAL EXPERIENCE

KERITON LLC
Founder, CEO & Chairman of the Board   Mar 2016 - Aug 2018

Keriton Kare (www.keriton.com) is the most advanced feeding management platform for hospitals. The HIPAA-compliant platform consists of 2 cross-platform (iOS, Android & Desktop) apps - Kare Mom and Kare Nurse - which end-to-end automates breastmilk, donor milk and formula management, along with providing real-time lactation analytics, text chat consultation and photo sharing.

Achievements

- Architected the entire platform including 8 modules, 40+ workflows, 60+ database tables/views and 80+ APIs
- Secured $1.2M in multi-year contracts
- Raised $1.1M in funding from institutional VCs like BioAdvance, DreamIt, Penn Medicine, IBX, etc.
- Grew the team to 10+ employees, setup internal policies and financial controls
- Results - $2.5M prevented in HIPAA fines, 50% reduction in expirations, 40% increase in mother's milk supply, etc.

Responsibilities

Product Development

- Led a lean team of 5 engineers with bi-weekly sprint releases
- Developed majority of the Kare Nurse app and some of the most critical pieces of the functionality like the workflow engine, rules engine, socket based printer integrations etc.
- Performed code reviews for each and every feature merged & released to production
- Implemented several enterprise-grade security features for compliance with OWASP, etc.
- Zero downtime (in 1.5 years) with 99.99% uptime SLAs

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 teams on the customer's end

Sales & Marketing

- Setup a comprehensive pre-sales and sales process with appropriate sales ops and tools
- Organically generated 30+ articles across national and international media outlets
- Launched Keriton Korner - a monthly newsletter delivered to 10,000+ recipients
- Social media marketing across FB, Twitter and LinkedIn

UI/UX

- Designed the brand guidelines including UI/UX for 2 cross-platform apps (40+ screens), website, decks, one-pagers, flyers, social media posts, etc.

SAP LABS INDIA **Product Owner**	Feb 2013 - Jul 2015

Achievements

- Youngest Product Owner (Globally)
- International Fellow (Design & Frontline Applications, Palo Alto & Managing Director's Office, Bangalore)

Responsibilities

- Enterprise Visualizations & Dashboards - responsible for the definition, quality and delivery of features for SAP Cloud for Planning and SAP Lumira.
- Moneyball for Cricket - implemented predictive algorithms on SAP HANA to analyze 6 years of historical Cricket data to enhance decision making during player auctions, team selection and fan engagement.
- Social Flex Seating (Stanford) - responsible for furthering fan engagement portfolio, defining the product roadmap and gaining business acceptance for social flex concept amongst different stakeholders

EDUCATION

UNIVERSITY OF PENNSYLVANIA   2015 - 2016
Candidate for MS in Robotics (On Leave of Absence)   **GPA - 4.0 (on 4)**

Key Courses (Projects) - Internet & Web Systems (PageRank based search engine over 1M+ crawled pages), Machine Learning (Twitter Gender Classification), Natural Language Processing (Author Classification), Computer Vision (Face Replacement in Video)

Achievements

Three Awards at PennApps - World's Largest Hackathon

- Best Entrepreneurial Hack (Fall 2016), 2nd Grand Prize (Spring 2016), 2nd Grand Prize (Fall 2015)

JAYPEE INSTITUTE OF INFORMATION TECHNOLOGY (JIIT), NOIDA, INDIA   2008 - 2013
Dual Degree BS in Computer Science + MBA in HR/MIS   **MBA GPA - 8.9 (on 10)**
Thesis Awarded A+ Grade   **BS GPA - 8.5 (on 10)**

Achievements

Government of India Scholarship for 5 years for academic excellence (2nd rank in class)

INDIAN INSTITUTE OF MANAGEMENT, AHMEDABAD (IIMA)   2014
Advanced Analytics for Management Program

AWARDS & RECOGNITIONS

KERITON LLC

- Healthcare Innovator & Extraordinary Doctors Awards - 2018 (Philadelphia Business Journal)
- Winners - Center for Health Care Innovation's Stories of Innovation - 2018 (Penn Medicine)
- Two Gold Stevie Awards - Startup of the Year - 2018 (Business Products Industries & Software)
- Vizient Top Performer To Penn Medicine (for use of Keriton) - 2018 (Vizient Inc.)
- America's Most Unique Small Business - 2018 (Paychex)
- Top 10 Philly Startups - 2018 (Philly Mag & Technical.ly)
- Winners - Medcity Invest Pitch Competition - 2018 (Medcity News)
- Startup of the Year - 2017 (Philly Geek Awards)
- Winners - Impact Pediatric Pitch Competition SXSW - 2017 (judged by 8 leading US children's hospitals)
- Invited speaker/judge for events on entrepreneurship, technology, etc. at Stanford, Penn, and others.

SAP LABS INDIA

- Employee of the Year - 2013 (Spirit Of Innovation Category across 4500 employees in India)
- Star Employee of the Managing Director's Office - 2014
- SAP Technology Expert for several internal and external events

IP & PUBLICATIONS

- Visualization of Key Performance Indicator Dependencies   Jun 2017 (Issued)
  (United States - US20170154291)

- Methods, Systems and Apparatus for Optimization Using Statistical Estimation   Apr 2016 (Issued)
  (United States - US14/098,706)
  (Europe - EU14192703.8)

- Virtual Split Dictionary for Search Optimization   Dec 2015 (Issued)
  (United States - US20150379073)

- Improved Expression of Breastmilk via Automated Methods   Jun 2016 (Filed)
  (United States - US WO2017214280A1)

- Multi-Dimensional Visual Analytics for Industries   Sep 2015 (Filed)
  (India - IN 4107/CHE/2015)
  (United States - US 14/866,562)

- In-Memory Database Optimization Using Statistical Estimation   Nov 2015 (Published)
  (IEEE CCEM 2015)

- A Cost Effective Sign Language to Voice Emulation System   Aug 2015 (Published)
  (IEEE IC3 2015)