VIDUR S. BHATNAGAR

Product Management | Strategy | Innovation

1200 Western Ave, Seattle, WA 98101

+1 (215) 252-6186 | mail@vidurbhatnagar.com | www.vidurbhatnagar.com

---

SUMMARY

Technical product manager, with a successful record of delivering enterprise products, including at my own Healthcare startup. Experienced in customer discovery, analytics, UI/UX, crafting product vision/strategy and leading cross-functional teams through ideation, development & launch.

PROFESSIONAL EXPERIENCE

SLALOM LLC

Product Management Lead   **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 5 to **launch a new sales intelligence tool across 5 markets** while conducting user interviews and translating business requirements to technical features.
- **Architected the solution** for Slalom's largest philanthropic engagement (in a team of 6 selected across 300 applicants)

KERITON LLC

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

Launched Keriton while pursuing MS in Robotics 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).

- As an early stage founder, I donned several hats to lead the 10-person organization to a **$10M enterprise valuation**
- Raised **$100K in the first 30-days**, and another **$1M in the next 6-months** from top-tier VCs.
- Conducted design thinking sessions with 25 nurses and interviewed 350+ moms to map business processes and launch a 2-app system (for moms and nursing staff). This end-to-end breastmilk management automation **prevented $2.5M worth of HIPAA-errors** at a single site, **decreased expiration of milk by 50%** and **saved nurses' time by 50%.**
- Crafted exceptional user experiences such as the world's first lactation analytics platform with real-time chat for timely intervention and photo-sharing to provide the right stimuli to moms, **helping moms' increase their pumping by 40%**.
- Designed the brand guidelines including **UI mockups for 40+ screens**, company website, decks, one-pagers, flyers, etc.
- Managed the technology team and architected the SaaS platform - 2 apps, 4 products, 40+ workflows, 60+ database tables/views, and 80+ APIs - with **zero downtime in 1.5 years** with 99.99% SLAs.
- Closed **$1.1M worth of multi-year B2B contracts,** created pre-sales collateral and conducted sales demos.
- Coordinated multiple go-live activities at customers' end, and in one instance trained **150+ nurses in 2 weeks**.
- Organically generated 30+ news articles and launched a newsletter for 10,000+ recipients, resulting in **top SEO results**.
- 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.
- As the **Chairman of the Board**, I conducted quarterly board meetings and implemented effective internal controls

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.

- Selected as a Technical Fellow in the Managing Director's office where I developed API services, SQL scripts, and predictive algorithms on SAP HANA for Moneyball for Cricket (SAP Sports Analytics). Using our solution, Kolkata Knight Riders, a Cricket franchisee in India, **won back to back championships** in 2014.

- 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.

- Researched a novel algorithm for SAP HANA to optimize compression algorithms using statistical estimation and demonstrated an improvement of 75-100% on data access speeds**.** I was awarded as the **Employee of the Year** (across 4500 employees in India) in 2013 for this project.

ROHITS & CO. (INDIA)

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

- Designed and delivered a tool to automate revenue cycle management for SMBs, reducing the process time **from 30 days to 15 mins.**

EDUCATION

UNIVERSITY OF PENNSYLVANIA   2015 – 2016

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

- 3 awards at PennApps - world's largest hackathon - 2nd Prize (2015), 2nd Prize (2016), Best Entrepreneurial Hack (2016)

JAYPEE INSTITUTE OF INFORMATION TECHNOLOGY   2008 – 2013

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

- Government of India scholarship for academic excellence (for 5 years from 2008 - 2013)
- 2nd rank (out of 150)

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**)