SANDEEP KUMAR SHARMA

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**Experiences :-**

Senior Product Manager at Times Internet

August 2016 - September 2018 (2 years 2 months)

Responsible for conceptualizing, implementing and managing Digital Subscription model in different

content verticals of Times Internet. Create buy-in for the product vision both internally and with key

external partners.

Responsible for introducing content personalization in Times Internet. A strategy that relies on

visitor data to deliver relevant content based on audience interests and motivations

Create a long term and short term product strategy for The Economic Times Mobile & Desktop Site

to realize aggressive user acquisition, user engagement, and revenue targets. Perform strategic

alliances with 3rd Parties to enhance content syndication and data analysis.

Responsible for introducing ad viewability to The Economic Times. Shifting the complete system of

website from Impression served standard to Impression Viewed Standard

Working with Haptik and CTN Colombia core team on artificial intelligent algos to generate

recommended content feed for The Economic Times. Also, enable system to move from artificial

intelligence to Machine Learning with deep concept of user’s behavioral pattern.

Identify, develop and drive loyalty program with core team on measurable results that complement

the business objectives of The Economic Times.