

# VIVEK SAINANEE

product lead at brava home

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## YELP

product manager, reservations

- Yelp Reservations seats 92M diners per year
- Grew Yelp Reservations +73%, reaching 1/3 market share in the Bay Area
- Founded a data-driven product process for the Reservations team, enabling focus on highest ROI projects
- 2X'd Reservations revenue by focusing on restaurant acquisition and a price increase
- 4X'd the Reservations organic growth for restaurants by launching new product features and funnel optimizations
- Launched table-planning features including Combinations, Communal Tables, Future Floor Planning, and more

San Francisco, CA

12/15-7/17

## EBAY

product manager, messages

- Ran multivariate A/B tests to optimize the Contact Seller flow, increasing revenue in UK and Germany by \$257K
- Collaborated on requirements for eBay's expansion into Latin America, validating results with A/B testing and user research

San Jose, CA

7/13-1/15

## BOEING

project manager, information technology tools

San Jose, CA

5/12-8/12

## EBAY

product manager, identity experience

- Managed Registration, Sign-In, and Profile Page at eBay, which does \$85B of e-commerce per year
- Drove a +6% lift in registered-users-who-buy and +19% increase in business registrations, by redesigning registration and sign in
- Spearheaded a +\$400M lift in transaction volume by working with all Javascript teams at eBay to extend session duration
- Led product design direction for identity during eBay's iOS and Android 4.0 redesign, which earned Apple's "Best New App" feature for iOS and "100M+ downloads" on Android
- Designed A/B tests with direct input from the Chief Product Officer and VP of Design

San Jose, CA

11/13-12/15

## EBAY

product manager, loyalty

- Tiered the rewards product to better reward eBay's most ROI positive buyers, profiting eBay \$20M annually
- Assisted launching a new feature in UK to redeem Nectar rewards points on eBay, driving additional transaction volume

San Jose, CA

7/13-11/13

## SOCRATIC TECHNOLOGIES

research associate, technology consulting

San Jose, CA

5/11-8/11

UC BERKELEY, HAAS SCHOOL OF BUSINESS  
CARNEGIE MELLON UNIVERSITY

certificate of product management  
b.s. information systems, high honors