

## **Contact**

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DOB: 8th Oct 1988

## **Top Skills**

Project Management  
Product Management & Marketing  
Market Research  
Content Strategy  
Digital Transformation

## **Certifications**

Project Management Professional (PMP) | July 2020

Microsoft Certified: Azure Fundamentals | Mar 2021

Certified Product Manager | Product Focus | Oct 2020

Professional Scrum Product Owner (PSPO) | Jan 2021

Fundamentals of Digital Marketing | May 2020

## **Education**

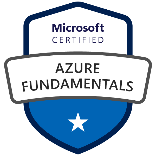
Post Graduate Diploma in Business Management (2015-17), NMIMS

Bachelors in Science, Information Technology (2006-09), University of Mumbai

Wilson D'souza

Group Product Manager | PMP® Certified | Digital Transformation

Mumbai Area, India

# Summary

Accomplished business leader with strong experience in market research, operations and product management along with digital innovation. Proven ability to help organizations design and deliver better products to meet customer needs. As part of the senior management, worked in several functional roles ranging from Project Management, Product Management, Content Strategy to Market Research and Acquisition.

# Key Accomplishments:

* Experienced in establishing and setting up new teams, business functions, and processes from scratch to meet business goals
* Built tools and systems to streamline operations as well as improve qualitative and quantitative research within research teams
* Proven record in product management – leading the design and development of new product offerings and platforms
* Successfully steered digital innovation within the organization to develop cutting edge IT learning products
* Excellent knowledge of key tech markets and key trends within Cybersecurity, Cloud Computing, DevOps, AI & Data Science, Web/ Mobile Development, and Software Architecture
* Rich experience in the acquisition of industry experts as well as developing business proposals for B2B clients

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| **Work History** | |
| **Group Product Manager / General Manager – Portfolio**  Packt Publishing, Mumbai | **June 2019 – Present** |
| As General Manager – Portfolio, I was the commercial, strategic and operational owner of core product portfolios (Programming, Web/Mobile/Game Development, Data Science & AI, Cloud Computing, DevOps and Cybersecurity) at Packt. I led and steered the management of product strategy, acquisition of industry experts, troubleshooting and approval of content development and production activities across portfolios.   * Manage variety of roles right from Category Managers and Acquisition Editors to Quality and Marketing Executives in order to ensure end to end success of products being launched * Moved the team operations and content development to a new Dynamics 365 + SharePoint based platform to offer a seamless content development and pipeline management * Significantly improved product quality to an average Amazon rating of 4 stars and above by overseeing all aspects of content strategy, acquisition and operations. * Revamped the editorial, acquisition and commissioning processes to focus on speed and quality * Introduced agile approach to acquire authors in order to reduce contracting timelines and promote continuous feedback, collaboration and product delivery * Focused on early announcement of products and implemented several strategies to boost sales on Amazon. | |
| **General Manager - Category Management**  Packt Publishing, Mumbai | **Apr 2017 – May 2019** |
| As General Manager -- Category Management, I was in a core leadership role in Packt management team and the Mumbai office. I led the Category Management team to develop a comprehensive technical insight function which provided in-depth technical as well as product expertise across various departments in the business such as Marketing, Sales and Editorial. I owned, developed and expanded the technical categories within the IT marketspace by designing and implementing tailored content strategies for each tech market and developer profile. Also offered strategic guidance to operations team and served as a quality gate to ensure that we publish high quality products. Ensure that each category delivers a stream of insight and analysis content, as well as high quality title proposals.   * Led team of Data analysts and BI developer to build new tools to perform quantitative research on trending tech topics, track competitors and understand customer sentiment * Worked with a team of technical writers and category managers to drive a tech news and insights website from scratch and take it to a point where it had over 300K+ monthly visits * Partnered with Sales team to develop several B2B proposals and acquire several business clients such as LinkedIn Learning, Microsoft, Capgemini, Global Knowledge, Learning Tree and others * Successfully launched and managed new range of products such as certification books/courses, QuickStart guides, 2-hour crash course videos as well as learning paths and skill maps. * Explored several cutting-edge tech trends in order to be first to market with our products and explored new | |
| **Senior Category Manager**  Packt Publishing, Mumbai | **Jul 2015 – Apr 2017** |
| Responsible for setting the strategic path for the category, manage its investment in new products, and actively contribute towards the development of broader product strategy. Actively engage with external partners and communities, coordinate and mentor team to deliver category vision.   * Responsible for the category’s output and revenue targets. * Involved in entire product development life cycle from strategic planning, innovation to product release. * Extensively involved in market research and product strategy across key tech areas: Web & Mobile Development, Cloud & Virtualization, Data Science, CyberSecurity, Programming and S/W architecture, Networking & System Administration, IoT, as well as Game Development * Gain deep understanding of our customers, their needs and identify key market trends * Offering tactical support on marketing campaigns for Amazon and Direct channel. | |
| **Senior Manager – IT Commissioning**  Packt Publishing, Mumbai | **Dec 2013 – Jun 2015** |
| I was responsible for ensuring that Packt continuously delivers premium technical content across key IT market categories. As a senior managerial position within the Product Management Team, I directly managed overall product output, market research across key tech markets, competitor tracking and customer need evaluation to meet key departmental KPIs are met without compromising on quality.   * Moved team’s pipeline management from excel sheets to a robust and fast CRM based system * Migrated the team’s research from a file server consisting of word documents to a more robust and structured wiki-like knowledgebase. * Doubled the Commissioning output of the company from 50 to 100 titles per month. * Commissioned over 1400 titles in 2014 - highest ever commitment output as compared to all other years * Redefined commissioning processes and systems to scale commissioning output. * Successfully implemented the commissioning of new products such as video titles. * Developed a repository of over 200 research documents that formed the knowledgebase for marketing and production teams to develop and promote the titles * Successfully led the team of Mumbai Category Managers in developing and managing titles in key areas such as AI, Cloud, DevOps, Cybersecurity, Software Architecture and Web Development. | |
| **Publishing Selection Manager**  Packt Publishing, Mumbai | **Mar 2013 – Nov 2013** |
| As a strategic and line management role, I led the team of Commissioning Selection Executives to ensure that all approved titles fit within the company's content strategy and meet the expected revenue goal. Ensured that we develop a unique and competitive line of products to compete with our rivals in the market. Picked up the right set of titles to increase average revenue of the products published.   * Developed the processes, guidelines and team for publishing selection from scratch * Increased average revenue across titles from 14K to 16.5K GBP during my tenure * Worked with top management in refining commissioning strategy to facilitate increased revenue and output | |
| **Publishing Selection Executive**  Packt Publishing, Mumbai | **Jun 2012 – Feb 2013** |
| **Acquisition Editor**  Packt Publishing, Mumbai | **Sep 2010 – Jun 2012** |
| **Content Development Editor**  Packt Publishing, Mumbai | **Mar 2010 – Feb 2011** |
| **Technical Editor** Packt Publishing, Mumbai | **Jun 2009 – Mar 2010** |