Vivek Kuppuswamy

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Professional Experience

Consulting   Remote   Mar 2019: To date

- **Superconnector**: Co-founded a PWA based **product** to enable personalized 1:1 networking.
  - 50% repeat users & 85% user satisfaction in the first 12 weeks.
- **The Little Things**: Solving for relationship wellness at this **startup.**
  - Defined go-to-Market approach, pricing strategies, payment, chat integrations evaluated LMS systems & pivoted to an online model.
- **SolpeopleTransformation**: Digitization of a people consulting **group.**
  - Set-up mechanics to capture feedback, measure NPS & led data assignments.

Community Growth   Remote   April 2020: To date

- Built a subscription model with payment gateway & billing system integrations.
  - Monetized content & created revenue streams.
- Volunteer at **SaaSBOOMi**- Asia's largest SaaS Community.
  - Drive initiatives to learn & adopt **PLG** framework for SaaS Start-ups. We achieved a NPS of 82 for the launch session.

Sr. Product Manager   Accionlabs Los Angeles   Oct 2017: Sep 2018

Compute triggers for postproduction payables of artists -- **Ent Partners.**

- Improve Payment processing timelines & eliminate penalty scenarios.
  - Led a cross functional engagement by developing product workflows that reduced processing timelines by 1 week.
- Identified opportunities to automate feeds that reduced 180 tickets per quarter.

Product Manager   Mindtree   Los Angeles   Oct 2015: Sep 2017

Compute triggers for postproduction payables of artists- **Ent Partners.**

- Delivered on SOC1 &2 compliance, audit requirements for product launch.
- Worked with Contracts team to translate guild contracts into system rules.
- Product owner for onboarding experience:
  - Scheduler based rules to flag set-up changes that impacted processing & introduced new pricing terms working with Sales & Marketing.
  - Implemented self-serve, low touch onboarding for smaller studios to bring down onboarding costs by 100-200k USD.

Education

B.E, Telecom- 2004
BMS college of Eng.
Bangalore, India.

MBA, Finance & Systems -   2007
Bharathidasan
Institute of Mgmt.
Trichy, India.

Product

- Visioning
- Roadmaps
- Discovery
- Go to Market
- Pricing
- KPI & metrics
- User Research
- Wireframing
- User Experience
- Agile development
- User stories
- UML models
- Data Analysis
- SQL
- API
- Scrum, Kanban
- MVP

Domains

- Payroll
- Accounting
- Retail

Product Manager   Mindtree   Los Angeles   June 2012: Sep 2015

Digitizing Production Accounting in for Productions – **Ent Partners.**

Increased Product adoption by successfully onboarding a studio with 200+ productions a year. NPS moved from negative to a positive 46.

- Conceptualized & implemented Studio corporate features. This enabled production controllers to manage pre-production costs in the system & also simplified reporting on 100 + active productions.
- Implemented Search feature that reduced audit time by 66%.
- Launched new features to drive product adoption: cross-currency reporting, MICR checks, wire transfers, distribution changes, roll up trial balance, auto fringing, smart reporting, budget trackers, post close adjustments.
- Scaled the product to support 500+ productions a year.
- Led a team of 3 Analysts to deliver highest CSAT for 2 consecutive years.

Product Owner   Mindtree   Bangalore   Jun 2009: May 2012

SaaS Based field force management product with scheduling – **Quofore/AFS**

- Led the discovery workshops to define the product vision of a next gen platform.
  - Interviewed CXO's, sales, operation, engineering teams, customers & charted the vision to help sustain their no 1 position in the market.
- Built a mobile first direct store delivery product from ground up.
  - Led beta launch for a CPG leader in Australia- Asia regions.
  - Delivered capabilities for efficient routing, scheduling of field agents daily tasks management using CRM data that resulted in 33% increase in order executions per day.
  - Integrated orders & credits with custom payment terms by vendor.
  - Reduced customization costs & onboarding
    - Saved customization efforts of 1Million $ a year & brought down onboarding timelines by weeks.

Prof. services lead   Mindtree   Bangalore   Jun 2007: May 2009

Implement SaaS based Contract & Service Management – **IBM/Emptoris**

- Implementation Lead for Asia Pacific, EMEU regions that encompassed 42 countries & 500k + contract users per region.
- Worked with product on region requirements for taxes, rate cards, invoicing, & reduced contract staff onboarding time to a couple of hrs. from 5 days.
- Implemented procedures that reduced product roll-out time by 30%.

Business

- Business Development
- Competitive Analysis
- Cross Functional Leadership
- Compliance
- P&L

Tools

- Jira, Mingle, Basecamp
- Billing software
- Balsamiq, Snag-it
- Salesforce
- Productplan, Confluence
- Creately, Visio
- Google Analytics
- SurveyMonkey
- Typeform, Slido
- Notion, Airtable
- Slack, Miro
- Canva, iMovie
- Zapier
- Wix.com, Glide.io