SHASHAANK THOTA

SUMMARY

Shashaank is passionate about Product Management. He has Business and STEM background and advanced proficiency in Product Development, Stakeholder Engagement, Product Strategy, Design, Engineering, Scrum/Agile Routines, Marketing, P&L, Analytics, Data Science and Growth Hacking.

EDUCATION

M.S. '22 (*Online Exec*) in Data Science
Harrisburg University, PA
Scores: GPA 4.0

M.B.A. '19 (Accelerated) in Strategy
University of Notre Dame, IN
Scores: GMAT 710, GPA 3.6

M.S. '03 in Computer Science
State University of New York, NY
Scores: GRE 2270, GPA 3.4

EXPERTISE

E-commerce • AdTech • HRM • E-learning • Logistics • Fintech • Online Travel • SaaS • B2B/C • AWS • Azure • Google Analytics • API • GitHub • HubSpot • Jira • Figma • Tableau • R/Python • SQL • Excel • Leadership • Communication • Empathy • Startups • Coding

CONTACT

Phone: 574-217-3280
Email: sthota@nd.edu
LinkedIn: www.linkedin.com/in/s-thota

EXPERIENCE

Sr. Product Consultant ~ Good Boy Studios, Inc.   Oct '20 – Now (Austin, TX)
A patent pending ad-tech B2B platform for Pet Businesses.
• Managed the Launch and GTM for a new Shopify Pet Store Marketing, Sales and Conversion Optimization App called "Petlytics" • Owned P&L, Growth, and Localization business objectives for the B2B SaaS platform • Empowered pet merchants to "personalize" their marketing and "analyze" sales via interactive drill down reports and automated insights.

Product Manager ~ 360Training.com   Jul '19 – Oct '20 (Austin, TX)
Enterprise HR/E-Learning software for industries to manage career, compliance, and certification.
• Led the product definition and delivery of a key new 'System of Record', a new platform, which is a core value proposition of the company's future knowledge and research capabilities • Spearheaded the company's innovation efforts and in 2020 launched a product that acts as a 'single source' of truth and that does 3 things- encapsulate all business intelligence, drive/automate internal workflows and enter new market verticals • Owned a robust backlog of internal and consumer-facing products such as Course Versioning, Contract Policy Structure, ADP WFN Integration, Regulatory Management System and Customer Centric Affiliate Network • Set up new revenue streams via pricing extensions and sub-contracts • Reduced call volume for customer support due to enrollment failures

Sr. Product Manager ~ SHOPX.in   Feb '16 – May '18 (Bangalore, India)
B2B2C/E-comm business backed by creators of AADHAAR (world's biggest biometric ID project)
• Shaped the core vision and product charter for onboarding 1MM+ SME retailers and distributors in India across 12 states and eventually contributed to a $35M Series-B funding • Orchestrated the product definition, planning and delivery for an industrial scale stage II India stack resulting in a paperless presence-less and cashless technology • Launched successful consumer web/mobile products in a stiff competitive environment against dominant ecommerce chains such as Flipkart, Paytm that target 400 MM consumers • Increased overall GMV by 30% during 2018 that in turn became a major contributor to the company's ability to on board and secure future investors • Recruited and mentored a small and talented product team and nurtured first-class PMs for 10x impact.

Technical Product Manager ~ Ordercup   Apr '10 – Jan '16 (Mumbai, India)
Ordercup.com is a California-based B2B omni-channel order management and fulfilment SaaS.
• Created Ordercup.com from the ground-up to 8K+ paid subscriptions • Developed 25+ API-based Marketplace Integrations into platforms including Amazon, Ebay, Rakuten, Shopify, Etsy, Spree, BigCommerce, Volusion, 3DCart, USPS, DHL, Canada-Post, UPS, FedEx, Insureship, Chargebee, and more! • Built many first to launch features such as intelligent defaults, web-based printing/weighing scale support, one-click shipping, global address verification and forged the business to process 4M orders per year.

Lead Software Engineer ~ IODA Inc.   Jun '05 – Dec '09 (San Francisco, CA)
IODA "The Orchard" is a music conglomerate that collects music and licenses it to iTunes.
• Spearheaded web application development and captured over 2700 indie label productions, 100,000+ artists and 2 million+ tracks resulting in company's acquisition by SONY Music in 2009 • Contributed to open-source code libraries for file sharing and file streaming software programs resulting in code reuse and downloads by thousands of GNU users.

Python Programmer ~ GE Healthcare   Aug '03 – Jun '05 (New York, NY)
Formerly, Living Independently Group, is a pioneer in remote patient monitoring systems.
• Built a patented technology called 'Quietcare' to better predict/shape patientcare for improved health outcomes and cost savings continuum • Created content management framework and application server pages.