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PROFESSIONAL SUMMARY

- **Product Management**: A customer focused Product Manager with ability to apply a combination of analytical and technical skills in developing products relevant to market needs. Adept in prioritizing and setting goals to meet quarterly targets. A go-to person for business requirements, product features, domain expertise and training.
- **Data Infrastructure:** Seasoned in creating product specific data models. Contributions to companywide infrastructure endeavors in Big-Data platforms that help downstream applications and products to flourish.
- **Project Management:** Drive stakeholder engagement into the Agile process from planning through to completion. An execution machine with focus on meeting timelines using methodologies such as Scrum, Kanban frameworks.
- **Data Science & Analytics:** Provide product insights with subject matter expertise (SME) to create features that are powered by M/L models that rely on market data, customer buying trends and historical transactions. Establish reporting framework for KPIs - both qualitative and quantitative.

EDUCATION

University of Southern California at Los Angeles, USA   [Aug '08 - Jun '10]

- Master of Science in Engineering Management, Dept. of Industrial & Systems Engineering.

Visvesvaraya Technological University at Bangalore, India   [Sep '00 - July '04]

- Bachelor of Engineering in Telecommunications Engineering, Dept. of Electronics & Communications.

PROFESSIONAL EXPERIENCE

Thermo Fisher Scientific   **Designation: Sr. Product Manager**   [Jun '20 – Present]

- Responsible for Data Science recommendations sent to Digital Marketing and Commercial teams based on M/L models specific to eCommerce products such as Web Activity, Cross Sell, Repopulation, Bundling, Instrument Attachment, etc.
- Closely engage with Data Scientists, Data Engineers, Analytics, Platform teams to successfully implement and deliver new Data Models & enhancements via Agile methods like Scrum.
- Key KPIs include: Conversion Rates, Retention Rate, Site Traffic/ Web Activity, Bounce Rates for Email marketing.
- Own quarterly roadmaps and effectively deliver products & features on a timely basis.

Environment: AWS S3/Databricks, Redshift, PySpark, Oracle Exadata, Eloqua, SQL Servers, SFDC, JIRA, etc.

Gracenote – Nielsen   **Designation: Sr. Product Manager**   [May '16 – May '20]

- Own clear product vision, strategy and roadmaps for Video products that scale across Consumer Electronics, Internet and Voice based applications contributing to annual revenue of $30M.
- Provide data/domain insights and requirements to Engineering teams to help build Video entertainment metadata products.
- Manage product data analytics to create effective business rules, data models and create datasets relevant to market needs and customer use cases.
- Established a reporting framework for both qualitative and quantitative metrics.
- Regularly review the competitive landscape and analyze client feedback to improve product features and capabilities
- Agile based project management with focus on quality and scalable product deliveries. Effectively managed execution and delivery of features and requirements in backlog.
- Coach teams and team members in adoption of Agile behaviors and best practices and influence process improvements that drive results. Remove impediments for teams to help maintain velocity.
- Define and document release milestones, timelines, and deployment plans.
- Evangelize products in the portfolio with internal stakeholders and clients. Collaborate cross functionally with engineers, data scientists, vendors, product marketing, and business development to plan, develop, and deliver, while identifying areas for improvement in efficiency

Environment: Big-Data Technology stack - HDFS, Spark, Kafka, JIRA (Agile), Altova XML Spy, APIs, AWS S3, Hive (Hue), SQL Servers, etc.

Moody's Analytics   **Designation: Asst. Director, Product Data Analytics**   [July '11 – May '16]

- Act as liaison for all facets of the program and pull people together to make decisions between product management, research, development and operations teams in successfully delivering risk management data products.
- Demonstrated ability to work with and manage both technical and non-technical teams, as well as external vendors. Ability to manage multiple projects in a fast-paced environment.

- Requirements gathering, PRD (Product Requirement Documents), SOW (Statement of Work), RFPs (Request for Proposal), Documentation of Key business deliverables.
- ETL design, data transformations and automation and monitoring of production systems using tools such as CloverETL, Microsoft SSIS.
- Design, development, automation of data acquisition systems for numerous products including data vendors such as Bloomberg, MarkIt (CDS), and Thomson Reuters (bonds data).
- Data modelling (ER diagrams), normalization/ denormalization techniques. Ensuring data quality by developing a framework to monitor various checks focusing in areas such as consistency, accuracy, and timeliness.
- Data flow diagrams, Cleansing, Transformations, Data dictionaries and creating dashboards using reporting tools.

Environment: Waterfall and Scrum Agile, Clover ETL/ SSIS/ SSRS, MS SQL Server, Sybase, PL/SQL, Windows, MS Sharepoint, SalesForce, Postgres, Bloomberg terminal.

Nielsen Online- Robert Half   **Designation: Product Data Analyst**   [Nov '10 – Jun '11]

- Core responsibilities include preparation of GRP (Gross Rating Point) Reports for numerous advertisement campaigns that are run on Facebook.
- Perform complex data analysis and data quality check on the central Data Warehouse to ensure integrity and consistency.
- Perform extensive statistical analysis using tools such as DBVisualizer, MS Excel, and SAS.
- Requirements gathering, analyzing the information gathered, documenting the business requirements.
- Creating reports for different advertising campaigns with the help of Site Census Data that help TV and PC panels to market their product/service efficiently and effectively.
- Configuring, monitoring, and tracing alerts that are generated on a daily basis to ensure accuracy and consistency of the data.

Environment: Microsoft SharePoint, Oracle, Netezza, SQL, PL/SQL, TOAD, SAS, Microsoft Excel, Pivot Tables, MS Power point, MS Word, MS Access, Nielsen Media View, Nielsen Ops Console.

TECHNICAL SKILL SET

Data Integration/ ETL	Clover ETL, SSIS/ SSRS, Informatica, Databricks/Redshift
Data Modeling	ERWin- ER Diagrams, Altova XML Spy, MapForce, etc.

Database	Hive Hue/ Ambari, MS SQL Server, Oracle, MySQL, Postgres, AWS Athena, Redshift, etc.
Languages	SQL, PL/SQL, Python (hands on).
Project Management	JIRA - Scrum & Kanban Agile, ServiceNow, Salesforce, Atlassian
Roadmaps, Planning Tools	Roadmunk, Sharp Cloud, Confluence, MS Office Suite – MS Excel, Power point
SAP	SAP HANA Studio, Control-M, SAP GUI, Profile Generator (PFCG), Transport Management System (TMS), Audit Information System (AIS), CATTs, Implementation Guide (IMG), Trace Tools, User Information System, SQL Trace.

ACHIEVEMENTS & CERTIFICATIONS

Customer focused Product Management [Gracenote]   [Oct 2017]

- Have been a significant contributor in churning out products and features worth over 30 million USD per annum in a short span of time.

Create Confidence Award [Moody's Analytics]   [Aug 2013]

- Nominated by colleagues for proactively solving problems in data driven products to address clients' needs.

Microsoft Certification [Moody's Analytics]   [Aug 2011]

- Successfully completed "6235 – Implementing and Maintaining Microsoft SQL Server 2008 Integration Services"

SAP Certified Solution Architect [University of Southern California]   [Jun 2009]

- ERP – Integration of Business Process with mySAP (Software Components: ECC 6.0, SEM 4.0, and BW 3.5)

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