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Summary

Creative-for-good guy.

I believe that "The more we study, the more we learn how less we know"

I like to see myself as a Business-Artist, a mix of artistic talents and business acumen.

My professional journey, commencing in 2015 as a software engineer and subsequently leading to a Product Manager, has entailed a steep learning curve.

- ▶ Lead the Web Experience Triad at Autodesk to deliver incremental revenue & conversions through our web portfolio.
- ▶ Developed Product Business strategy for Autodesk products, Mudbox and Motionbuilder in the Media and Entertainment industry.
- ▶ Led LG Mobiles 4G VoWiFi solutions team to incremental revenue. Handled product development, road mapping, market analysis, & mentorship.
- ▶ Managed and contributed to the international business expansion for IT SaaS products and apps.
- ▶ Worked in Europe, the Middle East, Asia, & Oceania for managing cross-geographic projects and teams.

My proficiencies include,

Elite Business Acumen | Product Development & Marketing | GTM Strategy | Product Life-Cycle Management | New Product Development | Research & Market Intelligence | Competitive Analysis | Roadmap and Timeline Planning | Communication Skills | Negotiation Skills | Team Management | Campaign Management | Product Globalization

IMS, VOIP, VoLTE, VoWiFi | MS Office | Tableau | Marketing | Agile | OSS | Network | SIP | LTE | 4G & 5G | Java | C & C++ | Android, Windows & Linux | RFC 3261 | Algorithm Design |

Experience

Product Manager

Autodesk

Jan 2022 - Present (1 year 1 month)

In this role, I lead the UX & Engineering Triad; working closely with Marketing & Digital Experience teams.

My efforts are aligned with the business goals of providing an enriching web experience for our Web Portfolio of product pages & landing pages.

- Design the product vision & roadmap based on customer-centric problems.
- Communicate & align stakeholders on the strategy.
- Manage product development lifecycle from inception to GTM.
- Utilize analytics to measure product performance on digital & financial grounds.
- Visualize the product GTM strategy & plan with marketing.

- Develop a tightly coupled chain of communication between, product marketing, campaign, & MarTech teams.

Business Strategy

Autodesk

Sep 2021 - Dec 2021 (4 months)

- Intern at Entertainment & Media Solutions team of Autodesk, assisting in business strategy decisions.
- Presented business cases based on market & competitor research, portfolio data analysis, and pricing evaluation
- Working with Product Managers, the Go-To-Market Strategy team, and the Executive team on strategy development.
- Working on financial and market dynamics with a pricing-centric strategy.

Vice President Academic Affairs

HEC Montréal AEMBA

Sep 2020 - Sep 2021 (1 year 1 month)

As a VP of Academic Affairs, I worked on the below paradigms

- Bridging the gap between MBA students and the MBA management
- Planned and organized case competitions
- Lead the MBA Games delegation for the HEC Montreal MBA team
- Co-ordinated association plans and roadmaps in the AEMBA

Above mentions were just the highlights, being the VP of Academic Affairs has a lot more into it.

Market Research Consultant

Laurentian Bank

Jul 2021 - Aug 2021 (2 months)

Working towards discovering the new market for Laurentian Bank to reposition its retail digital products with the "banking for good" goal.

The mandate required, marketing research, strategic planning, product analysis, competition analysis, differentiation development, value proposition decision, new product launch, and marketing mix recommendations.

Marketing Consultant

Arcade1Up

Apr 2021 - Apr 2021 (1 month)

Worked towards marketing plan and strategy development for scaling the business revenue to double for Arcade1Up.

Highly intensive mandate completion, requiring market research, data analysis, marketing intelligence, strategic planning, S-T-P development and marketing mix with differentiation.

Marketing Consultant

Anima-AI

Oct 2020 - Dec 2020 (3 months)

Working towards go-to-market strategy development for Anima-AI's patented tech for new generation text to music conversion.

Developed customer interactions, product demo plan, GTM strategy, and product development ideas for long-term growth.



Product Manager

LG Soft India

Jan 2018 - Aug 2020 (2 years 8 months)

On Managerial Side

- Managed product roadmap creation by collaborating with marketing, sales, & production teams.
- Storytelling by customer & market data analysis through visual & analytical presentations.
- Collaborated with intra-organizational teams on discovering market segments & creating a buyer persona.
- Prepared product strategies using financial, competitive, and market insights.
- Prepared business cases for defining product positioning, product life-cycle management, & market strategies.
- Mentored new members on marketing strategies and client relations management.

On Technical Side

- Telecom Solutions with IMS for 4G/5G/LTE/VONR on VoWiFi & VoLTE application.
- Agile methodology-based sprints for development & maintenance.
- Catering to Clients by requirement analysis, dashboard maintenance, & regular communication.
- UI/UX scenario handling based on client & intra-organization requirements.
- Mentoring new team members on technical specifications & ethical approach of the team
- Ad-hoc consultation as a subject matter expert.



Lead / Internal Consultant

LG Soft India

Jan 2017 - Dec 2017 (1 year)

As a lead,

- I worked with LG teams in Germany, Israel, the Czech Republic, Finland, Austria, Hong Kong, and India.
- Overseeing client relations and ensuring product development at both customer and client-facing areas, through management of software developers, stakeholders, testers clients.
- Presenting product development strategies and development timelines to executives via PowerPoint presentations.
- Forecasting hurdles based on competitor analysis and customer trends.
- Handling communications to convey updates, objectives, reports, and plans of action at inter and intra-organization level



Marketing Communications Specialist

UPRIST SERVICE PORTAL PRIVATE LIMITED

Apr 2013 - Dec 2017 (4 years 9 months)

Worked as an integral part with the core team in managing events such as various USP SURVIVOR editions, USP Pacific Doon Carnival and many more.

Worked in marketing, product presentation and Event Management.



Software Engineer

LG Soft India

Jun 2015 - Jan 2017 (1 year 8 months)

Being a Fresher, the roles and responsibilities were extremely simple. Understanding client requirements and fixing bugs and implementing the required functionalities.

Minimal client interactions but major intra-team discussions made way for enhanced team bonding and learning from the peers about how to take the roles more efficiently

Had an opportunity to work for reliance JIO at their client location for 3 months and later got international exposure to work in European continent.



Games Manager

Gamentio

Jan 2015 - Jun 2015 (6 months)

Market Research, Business Intelligence and Strategy development for card games app

Education



HEC Montréal

Master of Business Administration - MBA, MBA

2020 - 2021

Specialization - Strategy & Marketing



Tula's Institute

Bachelor of Technology - BTech, Computer Science

Aug 2011 - Jul 2015

Licenses & Certifications



Facebook Blueprint - Udemy

<https://www.udemy.com/certificate/UC-1a454ad8-0970-4673-8597-52f9346663ec>



Hubspot Beginners - Udemy

UC-184af148-7d1a-4ccd-ae8f-daafd416f436



B2B Go-to-Market Strategy: How to Transform Your Business - LinkedIn

Skills

Go-to-Market Strategy • Problem Solving • Product Development • Market Analysis • Agile Methodologies • Product Management • Analytical Skills • VoLTE • Marketing • Programming

Honors & Awards



Finalist National Children Science Congress - Authority of National Children Science Congress

Dec 2009

Presented my research on Research and Analysis over handling daily human wastes in way leading to higher usable output and better cost management

 **Change Initiator of the year 2016-17 Jr. - LG Soft India Pvt Ltd**


Mar 2017

Selected as the change initiator for the year 2016-17 in junior category for suggesting presenting and implementing the required changes in LG business model by researching in junior employee chain and bringing the research with a working change model into notice of the Honorable President of the Organization

 **The Client's Favourite - Partner (Orange) Mobile Networks Israel**

Sep 2017

As a result of my work in Israel with Partner Telecom. I was praised and awarded by Partner team as their best client visitor in field of Network Stabilization and Requirement Handling for LG. later LG awarded for the same to me during yearly awards.

 **Top 1% in College - Tula's Institute Management**

Jun 2015

On Completion of my graduation, I was awarded Top 1% award as the College Felt that I belonged to the top 1% students and Alums who have had an all round impact in college. In studies and co-curriculars and other paradigms.