

SUMMARY

Entrepreneurial, resourceful, result-oriented, and innovative **Product Management leader**.

15+ years hands-on Product Management responsibility building highly successful products and high-performing globally dispersed product management teams in B2B and B2C markets – ranging from startup, midsize, to Fortune 50 companies. Strong foundation in hardware, software and emerging technologies spearheading customer/market-centric products to capture and optimize market leadership.

Horizontal Platform PM Responsibility encompassing Consumer, Broadcast and PC markets, bringing cohesiveness and strategy to numerous products in the business units. Partnering with executives and cross functional teams to drive ambitious company-wide initiatives to reduce cycle times, improve customer experience, increase product adoption and revenue, re-establishing company's image as market leader.

- **Dolby Labs:** *Transformed* its traditional product management ethos and created a new culture of streamlined product portfolio that improved customer experience, ROI, and dramatically improved customers response to its initiatives, including new product roadmaps and strategy, a Dolby first.
- **HP:** For the Home Business Unit launch, *transformed* the user experience through a series of leadership initiatives that quickly enhanced user behavior, for increased traction & market share.
- **Sun Microsystems:** As Group Product Marketing Manager, *spearheaded* new avenues to penetrate the enterprise market through innovative messaging, capturing some of the market share from Intel.

HIGHLIGHTS

- **Key Deliverables:** Product delivery, MRD, PRD, 3-year Product and Strategy Roadmap, Customer Experience initiatives, Revenue Management, Team management and Development Process improvement
- **Customers/Markets:** Translate my deep understanding and insights of customers and markets into an aligned engine that consistently creates products and services that gain immediate market traction.
- **Technology:** Broad, in-depth knowledge of established and trending technologies in the consumer and enterprise space encompassing both hardware and software – with the ability to leverage that knowledge into customer-centric solutions.
- **Teams:** Organize and inspire highly effective product teams, collaborating with Engineering and other departments to develop compelling product roadmaps. Work closely with senior executives and ecosystem to achieve business objectives and cultivate product wins.
- **Ecosystems:** Understand the entire ecosystem up and down the value chain and find the sweet spot to capture greatest value. Partner with ecosystem leaders in their success.
- **Results-Oriented:** Develop detailed plans and create executive and stakeholder buy-in. Create visual dashboards for transparent communication and deliver the exceptional, not merely the expected.

PROFESSIONAL EXPERIENCE

Consulting Roles

eGrabber, Cupertino, CA 2014 – Current
Social Networking based lead generation tools for B2B for optimizing email campaign ROI.

BarTrendr, Inc., San Francisco 2013 – Current
Real-time, mobile, Location Based Service social platform for the best user experience on zeitgeist. Advised this mobile app startup with technology, product roadmap, business, and product launch strategy.

Director, Software Product Management

Dolby Laboratories, Inc., San Francisco, CA 2008–2013
DLB (\$900M/Yr.) provides B2B audio encoding and decoding development kits, tools, and platforms to entertainment, broadcast, and consumer electronics industry. Led global PM team and managed matrix teams to drive product life cycle management. Managed \$200M/Yr. P&L for a software product portfolio.

- The practice of creating an apps-specific Dolby decoding product for Silicon vendors resulted in product proliferation and pricing confusion. Led a company-wide initiative in customer experience transformation, incl., their ROI. Replaced device-specific products by creating a Universal decoding platform product that was device-agnostic. Created an environment of experimentation, speed to innovation, driving team to leverage **Agile SCRUM** and **Lean Startup** best practices and customer-driven innovation. Within a year we had 16 fewer products, and C-Sat grew from 30+/- to 90%.
- Brought forward a strategic trusted partner role for Dolby with its ecosystem partners by empowering product managers to lead generously and drive thought leadership. Provided product vision and strategy to influence Dolby ecosystem thought leaders to gain this strategy's wide market adoption. Collaborated with key ecosystem partners and customers to deliver an exciting shared vision and to gain partner acceptance for a strategic product roadmap, becoming the foundation for products aligning product transition, Sales pipeline and customer engagement. Within a year, customers viewed Dolby as a thought leader and started C-level engagement for strategic roadmap alignment.
- Despite its global presence Dolby had created customer-facing productization documents only in English, supporting its top customers with augmented local support staff. I supplanted this model with localized customer-facing documents and created Minimum Viable Product (**MVP**) to test the idea using Build-Measure-Learn process. Within two quarters, the support instances dropped by 60%. Subsequently, partnering with the VP-E, localization was integrated company-wide increasing overall operational efficiency.

Senior Manager, Product Management

Hewlett-Packard, Cupertino, CA

2006–2008

*HP's (\$90B/Yr.) Managed Home Business Unit was a startup within the PC Group created to penetrate new markets through HP **Cloud-based** innovative Connected TV (C-TV) Experience and Content partner programs. As Senior Manager, Online User Experience (UE) and Content Product Management, drove design, development, launch and deployment of HP services. Led portal, Navigation, UI and UE design. Engaged with key software partners, content aggregators and studios to seamlessly integrate their services.*

- Customer initiation for various services for C-TV were leaving consumers frustrated and abandoning sign-ups. First, initiated deep consumer engagement “follow the user” concept to understand user behavior. Implemented “one click” registration process with shorter registration time and Single Sign On (SSO) service for easy movie ordering. Implemented comScore analytics to collect data for user behavior and for UE improvement. Within three months significantly reduced user confusion and frustration, set-up complexities and boosted C-Sats, with revenue uptick.

Director of Product Management

Kasenna, Inc., Sunnyvale, CA

2004–2006

***IPTV** startup focused on delivering a highly available and fully redundant Video on Demand hardware and software solution and management software to content distributors. Responsible for the complete product life cycle management of video servers, library servers and server management software suite. Led feature prioritization, Development, GTM strategy, product launch, sales enablement, customer engagement and revenue. Augmented revenue by 25% and reduced BOM cost by 50%.*

Group Product Marketing Manager

Sun Microsystems, Menlo Park, CA

1999–2004

Sun (\$4B/Yr.) made Solaris-based servers and enterprise IT equipment for Fortune 500 customers.

Led the UltraSPARC processor products for Enterprise Servers and next-gen multicore, multithread processors and its implementation planning for blade servers, mid-range and high-end servers. Drove the customer engagement to define product requirement, feature prioritization and product delivery for Sun's CP family of HA **Cloud computing hardware and software** for Telco's. Established a new business to drive a revenue of over \$100M/Yr. by creating a market for processors, memory boards and single board computers to OEMs. Proposed, presented, and eventually prevailed establishing new performance indicators for processors based on the output rather than the raw speed.

EDUCATION

M.S.E.E, Texas A&M University, College Station, TX

B.S.E.E, National Institute of Technology, Karnataka, India

Executive training in Product Management- Walter Haas School of Business, UC, Berkeley