**SHRIKANT**

# P rofessional Summary

An experienced, customer-oriented and result-driven product professional with a proven ability to deliver results. Experienced in building products/features from 0 to 1 (from discovery to conception to GTM and optimization). Experienced in taking growth initiates to improve user retention, engagement, new-user acquisition, and onboarding. Strong technical background in web technology, software compliance, API integration and a knack for getting things done, working in a dynamic setting with a wide range of stakeholders (engineering, legal, compliance, P&L, data science, analytics, etc.)

# P rofessional Experience

**Product Manager, Incubation & Growth** 10/2019 to 02/2020

**eBay** – San Francisco , CA

StubHub (owned by eBay and scheduled to be acquired by viagogo) is the world's largest ticket marketplace for sports and music events.

* Performed cost of customer acquisition analysis based on historical data, interacted with 15+ media partners and presented the need for distributed commerce to c-level leadership team to gather resources
* Led API integration with the world's largest social media platform in order to surface StubHub inventory in a personalized manner
* Finalized user journey, product concept, and integration mechanism with partner's catalog and ticketing APIs
* Led conceptualization and the beta release of interactive widget functionality that contextually presents event listings to users on affiliate sites
* Led focus group meetings to finalize the product concepts
* Led brainstorming sessions with engineers to understand shareability and curation of seat maps
* Wrote technical requirements guiding implementation of the widget functionality
* Functioned as a liaison between engineering, business development, risk, compliance, and legal teams
* Performed functional testing prior to product release and led the beta release of the widget functionality
* Analyzed integration between eBay and StubHub across different platforms and provided recommendations to improve consistency

**Product Manager, SaaS** 09/2016 to 09/2019

**Inbenta** – Foster City, CA

Inbenta is a SaaS company providing intelligent search and chatbot products using its proprietary technology that facilitates NLP and thereby improves search-to-cart conversion rate for e-commerce businesses.

* Spearheaded conception, design, development of the performance analytics application that Inbenta provides to its 200+ enterprise clients, which led to around 2 million dollars increase in revenue
* Performed quantitative analysis on data and helped clients understand the efficacy of Inbenta products
* Conducted 100+ product demonstrations and handled 3 key strategic partnerships from the tech standpoint, adding around 1 million dollars to the revenue
* Created mock-ups and wireframes for the application and coordinated with front-end engineers to guide implementation
* Designed the APIs/SDK documentation process, guided its implementation, and launched the first version of the documentation
* Coordinated with Inbenta marketing team to finalize outbound product messaging for 20+ releases
* Handled client-side product issues, performed troubleshooting, making sure issues are solved as per Inbenta SLA
* Set-up JIRA & Salesforce for the organization, created workflows for projects and coached the team on agile product development

**Product Manager** 08/2015 to 08/2016

**Breakthrough Lab, Brown University** – Providence, RI

Each year, Brown University provides 30 students with mentorship and funding to pursue entrepreneurial ventures.

* Researched EdTech market in the US, wrote a business plan, presented it and secured $50,000 in funding
* Led ideation and implementation of an application for schools to teach evolutionary biology to students in an interactive manner
* Launched the product in two schools and trained teachers on its usage
* Handled all the outstanding questions and troubleshooting of issues, ensuring clients' satisfaction

**Product Management** 10/2015 to 02/2016

**Splitwise** – Providence , RI

Splitwise is a mobile app and web platform that helps users share expenses with others.

* Led A/B testing of the group transactions feature of Splitwise app by figuring out suitable customers, collecting test data and performance indicators, and derived a decisive conclusion out of the test
* Coordinated with the engineering and handled outstanding consumer issues throughout the A/B testing

**Software Engineer** 03/2012 to 04/2015

Tata Consultancy Services – Mumbai, MH

* Led application design sessions alongside SMEs and stakeholders for a project that required TCS to deliver a suite of interactive dashboards to a multinational news channel
* Functioned as a liaison between internal stakeholders and the engineering team to ensure we meet the client's expectation and ship product in time
* Analyzed the user/business requirements, functional specs and use case system documents
* Performed functionality testing, integration testing, unit testing, and System Testing
* Involved in preparing flow diagrams for the decision logic using Visio tool
* Involved with regular walkthroughs and meetings to discuss bottlenecks in the system and possible solutions with the development team.

**E ducation**

**Master of Science:** Engineering Management Brown University - Providence, RI

**Bachelor of Engineering:** Electronics and Telecommunication Engineering Yeshwantrao Chavan College of Engineering - Nagpur, MH