SANATH P. ADIGA
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SUMMARY

I have 10+ years of experience in the tech industry and worked as a senior product & technical program manager at major tech enterprises. A dual master's, MBA & MS Business Analytics graduate from Penn State University. I am very technical and hands-on with various technology, but also highly experienced in driving business outcomes. Experienced with Iaas, Saas, analytics, enterprise software, SD-Access, wireless, collaboration software, API & automation.

PROFESSIONAL EXPERIENCE

Dell Technologies, Austin, TX

Senior Advisor, Product Manager   9/21-Present
- Devised strategies, introduced new ecommerce features and trained sales to reduce lead to quote to increase customer adoption & growth, growing professional online services revenue from 4% to 9.1% of $1.7B within a year
- Created dashboards & early warning systems to track sales/customers sales/purchase behavior & increased adoption.
- Developed online service purchase path to sell complex services online through customer research, A/B testing, competitive analysis, pricing, UX and sales feedback.
- Spearheaded cross-functional team & launched two consumer support subscription offers across regions and introduced new online purchase path, improving ARR by 10%

Marketing & Analytics Graduate Intern   6/20-7/20 & 5/21-8/21
- Identified high potential 4.5k accounts to target to increase North America Server buyer base using Machine Learning
- Devised targeted marketing engagement strategy to target the identified accounts, increasing buyer conversion by 5%
- Developed and executed integrated marketing plan to promote technical assets, increasing the usage by 19%
- Implemented new digital marketing initiatives and tech demo video creation process, increasing 200+ customer leads

Cisco Systems, Bangalore, India   7/11-7/19

Program Manager & Escalation Lead (Network Management Enterprise S/W)   12/16-7/19
- Supervised a team of 3 to address customer escalations for wireless product, leading to 100% customer retention
- Delivered 30% more features and improved team velocity by coaching 5 cross-functional engineering teams on agile and acting as a scrum master.
- Managed six software releases and acted as a POC between engineering & leadership with weekly status updates

Product Manager (Hosted Collaboration Solution)   2/16-12/16
- Managed $ 250M hosted collaboration product & devised a GTM strategy (vendor engagement) & grew business by 8%
- Reduced 31% opex cost by outsourcing a management software to a Cisco partner
- Managed 4 scrum teams as product owner to develop new APIs & drove 2 major software product releases

DevOps Engineer II   5/14-2/16
- Led integration process to develop new product Spark Call(SaaS) resulting $ 1M in revenue within 1st year of its launch
- Designed serviceability data pipeline using ELK stack, Grafana, Redis,etc to analyze 10+ components logs & events, reducing mean time to RCA by 30%
- Created new automation framework using CI/CD in Jenkins, decreasing incoming issues by 26%

Software Engineer I   7/11-5/14
- Owned Command-Line Interface of Cisco Unified Call Manager (On-Prem) with revenue of $1B in software licensing
- Guided 10 engineering teams globally from US, UK, and India to introduce new commands in CLI

ENTREPRENEURIAL EXPERIENCE

Co-Founder, Crazy Yatra, Bangalore, India: *Offering customized travel packages across India*   9/13-6/18
- Achieved $70K revenue in first year and organized 50+ trips for 1000+ customers per quarter
- Developed & executed sales strategy via unique referral program, increasing net new customers by 47% over a month.

EDUCATION / CERTIFICATIONS

Pragmatic Certified Product Manager & Marketer   7/22
Pragmatic Institute

Master's Business Analytics   8/21
Penn State Smeal College of Business, University Park, PA
GPA 4/4,

Master of Business Administration in Marketing   5/21
Penn State Smeal College of Business, University Park, PA
GPA 3.89/4, Top 10% - Beta Gamma Sigma Member

Post Graduate Diploma in Communication Skills   *12/*18
Gandhi Institute of Technology and Management, Visakhapatnam, India

Bachelor of Engineering in Computer Science   5/11
National Institute of Engineering, VTU, Mysore, India
GPA of 9.4/10, Top 10%

SKILLS

- Programming Languages: Python, Java, Puppet, Ansible, SQL, R
- DB: Redis, RabbitMQ, Elastic, MySQL, Cassandra
- Tools: Jenkins, Tableau, Power BI, Elastic search, Excel, Camtasia, Jira, Rally, figma, Git
- Business: Program Management, Customer Relations, Analytics, Change Management, Requirement Gathering, Agile, Waterfall, Roadmap, Product Vision, Opportunity Sizing, Customer Research, Backlog Management, Product Launch, Release Management

ACHIEVEMENTS

- Earned 4 inspire awards within a year at Dell for leading online transformation efforts
- Earned 17 awards in eight years at Cisco for being an excellent contributor in various projects
- Appointed Product Manager with fewest years of experience at Cisco
- Awarded two Full scholarships for master's graduate program at Penn State