# RAM REDDY

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(650) 407 8339

**MANAGEMENT PROFILE**

**PROJECT MANAGEMENT | PRODUCT MANAGEMENT | MARKETING| BUSINESS SYSTEMS**

A high caliber, an accomplished individual with over 20 years of experience and a proven track record of successful program/project management through thorough and diligent work. Experience encompasses marketing, strategy, road map creation, converting strategy into action and product development, managing operations, programs in unpredictable, chaotic environments, setting up PMO organizations and leading digital transformations. Career spans global fortune 500 companies and fast-growing startups. Strategic thinker and big picture visionary with tactical ingenuity and meticulous execution of $500K - $10M initiatives and team sizes of up to 40 onshore and offshore cross-functional teams.

**AREAS OF EXPERTISE**

Technical Program/Project Management Strategic/Tactical Planning, Budgeting,

Staffing, Team – Building, Product Development, Product Marketing Management, Risk Management,

Change Management, Contract Negotiation, Business Operations, Audit, Reporting,

CPQ, CRM, ERP, HCM, Business Process Reengineering, Compliance including HIPPA/PHI/PCI, eCommerce,

B2B, B2C and C2C, Marketing Automation

**Project Methodologies:** Waterfall, Agile, Scrum, Kanban, SAFe

**Project Management Tools:** MS Project Server, Jira, Rally, Version One, Trello, Asana, Aha, Slack, Microsoft Teams

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| **Professional Experience** |

**Asana, SanFrancisco, CA July 2019 – Till Date**

**Sr. Technical Program Manager Marketing and Sales Systems**

* Effectively communicate and build relationships with leaders across business, technology and product functions.
* Co-create the processes necessary to ideate, define, intake, prioritize, execute, launch initiatives.
* Been the catalyst for teams to continuously reflect and improve on how to work better together
* Helped foster a culture focused on speed, agility, introduce good process but ensure that it does not become a hindrance to progress
* Worked with business sponsors to develop project and portfolio roadmaps that align with business objectives/priorities and take into account resource availability
* Helped teams develop execution strategies to deliver the technology roadmap
* Overall responsibility for planning, executing, tracking and managing cost, schedule, and scope for all projects in the portfolio
* Use strong technical and business acumen to manage risk and escalate impediments through a defined process for faster decision making
* Drive improvements in software development practices/processes within teams and across the organization
* Drive the adoption of key engineering practices like Continuous Integration, Test Driven Development, etc. to improve quality and reliability of the team's deliverables.
* Coaching and mentoring team, technology and business leaders on Agile/Scrum/Lean principles and practices
* Measure project delivery performance and drive a process of continuous improvement within the discipline
* Tracked progress, resolve dependencies, evaluate risks and communicate status to upper management and project stakeholders
* Driven large improvements across the projects

Environment: Agile Software Development, Sales Enablement, Marketing Ops, Sales Ops, Revenue Ops, Salesforce CRM, CPQ, Chat Bots,

**Adobe, San Jose, CA April 2018 – June 2019**

**Sr. Technical Program & Product Management Marketing Solutions and Systems**

* Managed cross-functional program delivery teams (Technical PM’s, Product Managers, Business Solution Analysts, Developers, and QA) for Marketing solutions systems
* Develop program/project plan and schedule in partnership with other engineering leads and monitor program/project to ensure completion within a defined schedule, budget, and quality parameters for Lead to quote and Quote to Cash systems (CPQ)
* Replaced existing Marketing platform with new Marketo solution for B2B and B2C business.
* Evaluate complex business and technical requirements and communicate inherent risks and solutions to technical and non-technical business owners of the business applications.
* Define program/project resource plan, including internal and external resources
* Interface with various functional groups, program/project teams and other stakeholders to effectively resolve issues and remove barriers to program success. Implement and improve procedures and processes to optimize program effectiveness
* Provide visibility to program status (key decisions, dependencies, issues, risks, metrics, etc.) on an ongoing basis through push status reporting (to all stakeholders, executive steering committee, team members, and interested parties).
* Defined and managed product strategies, product roadmaps, metrics, dashboard, process layouts, product release plan, delivery tracking and overall milestones for the program.
* Lead teams in a dynamic and challenging environment, drove clarity to keep teams moving forward.
* Managed successful end – end delivery of technology programs through active leadership and engagement both at the strategic and detailed program level.
* Established and mentored teams on Agile and DevOps best practices, ensured the teams followed through in implementing the agreed-upon processes
* Defined the approach to continuous improvement including tools, program KPI’s, OKR’s, operating guidelines and retrospective cycles.
* Conduct ad-hoc qualitative and quantitative analyses for strategic planning and integration effort
* Partner with senior leadership, business partners to ensure requirements and customer goals are aligned to strategic and tactical roadmaps.
* Responsible for all aspects of the product and service definition, design, development, and delivery
* Establish and Maximize productivity and ensure a seamless customer experience by providing complete visibility across work streams and enabling teams to operate with context
* Successfully built and managed world-class technical program and product management, team
* Coordinate marketing and GTM strategies due diligence with internal teams, consult on key deal terms, assist with the coordination of closing
* Lead program retrospectives at the end of key phases of a project to drive internal and external process improvements across multiple teams and functions

Environment: Agile Software Development, SharePoint, JIRA, Jenkins, Confluence, DevOps (CI/CD), Aha, Portfolio Management, ServiceNow, Salesforce, Adobe Campaign, Magento, Marketo, Microsoft Azure

**Medha Technologies Inc**

**Sr. Manager Technical Program Management**  **January 2004 – April 2018**

**Project:** Worked as a consultant to many companies like Capital One, Freddie Mac, Fannie Mae, Deutsche Bank, Thomson Financial, CareFirst Blue Cross and Blue Shield, Delta Dental of NJ, Scholastic Inc, [24]7 Customer Inc, FireEye Inc.

**Responsibilities**

* Lead marketing automation and marketing campaign projects that increased sales by 15%
* Led Business Analysts, Developers, and QA resources.
* Hire and motivate high caliber individuals.
* Managed cross-functional program delivery teams for New Product Introduction (NPI) for business applications (CPQ, CRM and Marketing systems) and managed quote – cash operations of the launched product.
* Manage the successful end – end delivery of the technology roadmap through active leadership and engagement at both strategic and detailed program level
* Developed and maintained program proposals, business cases and return on investment estimates; obtain executive approval and funding.
* Develop and maintain key project governance documentation to ensure the proper amount of structure is applied to enable project success
* Represented Go To Market Operations in cross-departmental projects and provides subject matter expertise on sales/marketing systems and process to other teams including Business Planning, Business Applications, Alliances & Channels, Customer Success
* Perform gap analysis and define requirements to address the gaps
* Implemented Salesforce CPQ platform replacing in house CPQ tools and redesigning the process around CPQ for new sales, addons and renewals.
* Responsible for planning and implementing the rollout strategy for the CPQ solution across NA, EMEA and APAC.
* Improved New Product Introduction process with redefining business processes around CPQ and CRM, and reduced deployment time to market by 20%
* Managed and led enterprise-wide Agile and DevOps transformation.
* Managed cross-functional teams of up to 40 resources onshore and offshore

Environment: Agile Software Development, SharePoint, JIRA, Confluence, DevOps, Story Map, Portfolio Management, Oracle ERP, Salesforce, Salesforce CPQ, Xactly, Anaplan, Workday HCM

**Sprint, KS**

**Requirements Manager**  **May 1999 – January 2004**

**Project:** C2P – Circuit to Packet

Responsibilities

* Gather requirements from business users by utilizing various methods. (e.g. conducting interviews, setting up JAD Sessions, Requirement sessions and examining file layouts, use-cases, object diagrams, sample reports, and technical specs.)
* Perform feasibility analysis and present to the clients and the management teams with a level of effort that would take to deliver the project.
* Transform the business requirements into Functional Requirements and validate with business users.
* Create a number of System requirements from Functional Requirements.

**ADMINISTRATIVE MANAGEMENT GROUP** (Pennar Patterson) **July 1996 – May 1999**

**Business /Systems Analyst (External – Conversion)**

**Essential Responsibilities:**

* System Study & Business Requirements Analysis & Documentation

**Education:** Master of Business Administration (MBA), Cornell University, NY 2019

Master of Business Administration (MBA), Queens University, CA 2019

B.S (Mech. Engg.), Gulbarga University, India - 1996

**Certifications:** Stanford Advanced Project Management (SAPM)

Certified SCRUM Master (CSM)

Certified Project Management Professional PMP

Certified Scrum Product Owner (CSPO)