



# Uma T Paramathmuni

Product Manager (US Permanent Resident)



## Personal Info

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## Skills

Artificial Intelligence



Product Management



Revenue Growth



Cost Optimization



Process Re-engineering



Design Thinking



Agile



Analytics



## Summary

- Results-oriented product manager with 7+ years of experience, seeking to leverage proven product vision and thought leadership to deliver products of tangible value. Met 120% of accessory sales improvement goals for 3 straight years. Delivered products that won CIO 100 award and rave reviews from Toyota's CIO



## Awards

- 2019 ABC Founder's Award for Monetizing ABC's first API Gateway
- 2015 Toyota-internal "Best Marketing Tool" for Toyota NA's Service Lane solution
- 2014 "CIO 100" Award for Service Lane solution



## Experience

Mar 2020 -  
Aug 2020

- AI Product Owner (Strategy Group)**  
**Hypergiant - Group of AI Companies**  
Guided 2 divisions of Sumitomo Corporation a leading Fortune 500 global trading company in defining their Digital Transformation roadmap.  
Developed AI solutions that transformed overall business performance.
  - Defined 3-yr Digital Transformation roadmap** for Sumitomo's Personal Care business to be implemented over 3 phases
  - Enabled data-driven decision making and reduced aging inventory by 12% via an AI Market Insights tool MIRAKURU** using Natural Language Processing (NLP) and Machine Learning (ML)
    - MIRAKURU was fondly referred as "The Crystal Ball"** by the division's Executive Vice President
  - Defined AI Fleet Management Solution roadmap** for Sumitomo's Sulfuric Acid business
  - Reduced order-to-cash time by 15 % and improved inventory turnover by 1.2X boosting double-digit top line growth** via Phase 1 Fleet Management product

Apr 2019 -  
Oct 2019

- Product Manager II**  
**ABC Financial**
  - Led 2 cross-functional teams focused on improving wallet share of Big Box customers and monetizing APIs**
    - Improved ABC's Wallet-share** from 2 Big Box customers **by 7% via Optimization of Member Communication and Event Scheduling**
    - Won 2 Million USD annual API revenue** from a **new customer** by building **ABC's first API Gateway**

	<ul style="list-style-type: none"> <li>• <b>Built Product Team and Drills in a traditional project delivery organization</b> <ul style="list-style-type: none"> <li>- Institutionalized periodic <b>Product Roadmap and Competitive Analysis drills</b></li> <li>- <b>Trained a team of 3 Business Analysts into Product Owners</b></li> </ul> </li> </ul>
Oct 2014 - Mar 2019	<ul style="list-style-type: none"> <li>● <b>Product Manager - Corporate Accessories and Service Parts</b>  <b>Toyota Motor North America (TMNA)</b> <ul style="list-style-type: none"> <li>• <b>Led 3 cross-functional teams and 5 partner teams in TMNA's Global Service Improvement (SI) initiatives towards following goals</b> <ul style="list-style-type: none"> <li>- Improve dealership vehicle service and customer experience</li> <li>- Increase TMNA accessory sales</li> <li>- Reduce operating costs</li> <li>- Collaborate with partner teams to inform end customer experiences</li> </ul> </li> <li>• <b>Met 120% of accessory sales improvement goals over all 3 years</b> <ul style="list-style-type: none"> <li>- Improved information availability by integrating Service Lane with accessory vendor sites <ul style="list-style-type: none"> <li>Increased accessory sales by \$10 million per year</li> </ul> </li> <li><b>Service Lane won TMNA's "Best Marketing Tool"</b></li> <li>- Improved Toyota accessory penetration by 100% YoY by integrating accessory systems with 8 Toyota affiliate sites <ul style="list-style-type: none"> <li>Improved information availability and performance using Cloud-based microservices</li> <li>Delivered all enhancements using "API First" and "Mobile First" design methodology</li> </ul> </li> </ul> </li> <li>• <b>Reduced TMNA accessory management cost by 2 Million USD in delayed vehicle line-off, vehicle stop sales and accessory recalls</b> <ul style="list-style-type: none"> <li>- Reduced 85% of human error in accessory specifications via <b>Machine Learning based Anomaly Detection system</b></li> </ul> </li> </ul> </li> </ul>
Nov 2012 - Sep 2014	<ul style="list-style-type: none"> <li>● <b>Associate Product Manager - Product Quality and Service Support</b>  <b>Toyota Motor North America (TMNA)</b> <ul style="list-style-type: none"> <li>• <b>Reduced customer wait time at dealership service by 25% and vehicle service time by 30%</b> <ul style="list-style-type: none"> <li>- Reduced vehicle information look-up time by rationalizing 14+ applications into Service Lane solution <ul style="list-style-type: none"> <li><b>Service Lane won Toyota the "CIO 100" award</b></li> <li><a href="http://www.cio.com/cio100/detail/2489">http://www.cio.com/cio100/detail/2489</a></li> </ul> </li> <li>- Optimized vehicle troubleshooting via Guided Diagnostics solution</li> </ul> </li> <li><b>Reduced labor costs of TMNA dealers by up to 8 Million USD</b></li> <li>• <b>Improved management visibility into after sales KPIs via dashboards</b> <ul style="list-style-type: none"> <li>- Vehicle Market Performance Dashboard was appreciated by Zack Hicks (CIO - TMNA) <ul style="list-style-type: none"> <li><b>"Zack (Hicks) was impressed, excited, and called it very cool" - National Manager (Quality and Service Support)</b></li> </ul> </li> </ul> </li> </ul> </li> </ul>



## Education

Apr 2020



### Northwestern Kellogg Executive Education - Product Strategy

Executive program focused on discovering, developing, managing and marketing products as a business

Aug 2019



### Pragmatic Management Certified

Certified in Pragmatic Product Management (PMC-I)

Sep 2008 -  
Apr 2012



### Vignan’s Institute of Management and Technology for Women, India

- Bachelor of Technology In Computer Science Engineering graduated with distinction



## Additional Activities

May 2017 -  
Jun 2017



### Toyota After Sales - *Artificial Intelligence (AI) Conclave*

- Led a Toyota After Sales internal initiative to nurture Ideation around Artificial Intelligence Application in Auto Industry.
- **Generated 30+ AI ideas that are being incubated and developed with multiple business units. 30% of ideas are implemented with at least 1 business unit.**