

Deep Rastogi | Product Manager

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US Citizen

PSM- & PSPO-certified Product Manager, with high user empathy and Engineering experience in delivering high quality products on schedule. Strong communication, collaboration and prioritization skills. Experienced in agile and waterfall product lifecycles in complex, globally distributed projects, and startup environment. Passion for simplifying user experience of complex products.

Professional Experience

Genentech, Product Manager | 2017-2020

Genentech develops drugs and makes them accessible to patients. Developed products and processes to increase efficiency for Access Solutions Operations, using Lean principles.

- Spearheaded end-to-end product development and launch with a user-focused front-end and delighted end users and led to 100% target user adoption.
- Aligned business leadership, developers and users so that the final product met customer expectations, was released on time and user buy-in increased from 35% to 100%.
- Integrated data analysis graphs allowing Leadership to forecast seasonal staffing needs, saving contracting costs by 45%.
- Defined and drove user data analysis (telemetry) which led to 43 data-driven feature improvements and encouraged tool adoption by additional teams.
- Led and coached a cross-functional team of 17 designers and developers through Agile development for on-time and high quality delivery.
- Designed customizable modular training for different target users to optimize training of 30 trainers in 3 days, with zero training-related issues reported.

ActiveScale, HGST, Principal Lead Engineer | 2014-2016

ActiveScale was a startup unit within HGST, partnering with Amplidata. Started QA team across India, Egypt, Belgium and US, for GUI Management Product of Distributed Cloud Storage Systems.

- Developed customer requirements, effective test strategy, and defect reporting process internationally, reducing projected defects by 90% and eliminating resource conflicts.
- Led team of 7 new and existing team members from waterfall to agile transition, reducing projected transition time by 25%.
- Improved User Experience of product management tool by 5x and QA defect identification by 35%, enhancing the user experience for managing the product.
- Evaluated defect reporting and test tracking tools for adoption. Identified and prioritized 65% unfixed defects that had delayed multiple sprint schedules using data-driven metrics.

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NetApp, Senior QA Engineer/Lead | 2004-2014

Technical Lead for Release Quality for NetApp Systems Test (NST) Group for Systemic Integration Customer Testing on Data Management products;

- Pioneered a 12-person cross-functional "Customer Escalations Analysis" team to analyze 50 high-impact complex customer disruption defects, developed 20 Action Items for improving test cases and processes, which identified 35+ additional defects.
- Optimized schedule and strategy, developed in collaboration with product management and tech support, for 100+ test engineers across Bangalore, Raleigh and Pittsburgh.
- QA Lead on NetApp UI Review Board. Developed CLI guidelines for code check-in leading to 45% faster approvals.
- Moved defect identification into the design stage using CMM practices. This stabilized code release, reduced defects during testing, reduced testing time by 33% (440 hours).
- Published 35 articles on customer Knowledge-Base repository, of which 7 were among the top 50 most-viewed pages.

Education and Trainings

- **Education: BS (Honors)** Electronics and Communications, Manipal Institute of Technology, India.
- **Leadership: Lean Six-Sigma certified, Agile MBA certified, PSM certified, PSPO certified,** Advanced Quality Boot-Camp, Building Financial Acumen, Crucial Conversations, Emotionally Intelligent Leader.
- **Skills:** Google Apps Script, Cloud Architecture, Containers, Unix/Bash Script, VM, Python, Javascript, **Agile/Scrum/Lean**, Waterfall, Project Management.
- **Tools:** G-suite, Google Cloud, Invision, Miro, Jamboard, **Jira/Confluence**, Test Rails, Bugzilla, Trello, SmartSheet, gSheets/Excel (advanced), Microsoft Office, QlikView, Quality Center, Canopy, Selenium, Jenkins, LucidCharts.

Volunteer Work

International Wildlife Rehabilitation Council, Pro Bono Consultant | 2020 - 2020

IWRC faced compatibility issues after upgrading their MOODLE-based Online Learning System. Assessed their current state and developed a plan to restore functionality.

- Documented current state and deadlines; Created product strategy and plan for **Website and Data Migration**; Created Scope of Work for migration; Saved over \$5000 in migration costs and yearly hosting fees.