

# Harini Ragu

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Stakeholder Engagement | Presentation | Agile Methodologies | Business Model Canvas | SWOT Analysis | User Research | Roadmapping | Project Planning | Coding | Prototyping | Feature Prioritization | MVP | Product Lifecycle Management

## Product Manager

### Summary:

- Highly skilled and innovative Product manager with extensive experience within highly competitive markets.
- Led cross-functional teams in defining and achieving project goals, ensuring successful and timely delivery of key initiatives.
- Spearheaded the implementation of a Power BI dashboard, seamlessly integrating Salesforce and ERP data for sales tracking, resulting in a 20% improvement in financial decision-making efficiency.
- Developed and supervised the implementation of a SharePoint and Power Automate-based 8D issue resolution system, significantly improving operational issue resolution for grid products by 40%.
- Managed and executed user-centric design projects, driving increased user engagement and financial literacy.
- Oversaw technology adoption initiatives, aligning organizational strategies with long-term growth objectives.
- Collaborated with stakeholders to gather requirements and translate insights into actionable strategies for project success.
- Demonstrated proficiency in data-driven decision-making, contributing to the optimization of processes and workflows.
- Facilitated communication and collaboration among team members, ensuring alignment with project objectives and timelines.
- Played a pivotal role in product development, concentrating on innovation, market trends, and customer needs to ensure successful outcomes.

### Education:

- **Johns Hopkins University, Baltimore, MD:** Master of Science in Engineering Management | **GPA: 3.86** **Dec 2023**
- **Relevant Coursework:** Product Management, Strategies: Finance and Accounting, Strategies: Innovation and Growth, Agile Methods
- **Vellore Institute of Technology, India:** Bachelor of Technology in Electronics and Communication Engineering | **GPA: 3.70** **May 2022**

### Certifications:

- Foundations of Project Management (Google), Data Analysis, Introduction to ESG

### Technical Skills:

- **Programming Languages:** C#, Visual Basic, vb.net, Java Script, Python, SQL, HTML, CSS
- **Database:** DB2, SQL Server, MySQL, MS Access, PostgreSQL, MongoDB, Snowflake
- **Software tools:** ASP.net, Visual Studio, Agile, GitLab, .Net Core, SDLC
- **Technologies:** A/B Testing, Hypothesis Testing, Gap Analysis, Excel/Google Sheets, Database Architecture, Functional Programming, Azure DevOps, KPI Tracking, Feedback Analysis
- **Interpersonal Skills:** Strong Online Research, Excellent Verbal, Written, and Quantitative Skills, Time Management and Prioritization Abilities, Effective Presentation, Team Player, Leadership, and Negotiation Skills

## Work Experience

### Program Management Intern | Our Next Energy, Novi, MI

**June 2023 – Dec 2023**

- Enhanced financial decision-making efficiency by 20% through the strategic development of a Power BI dashboard, integrating Salesforce and ERP data for comprehensive sales tracking, strategically aligning with new product launch strategies for optimal outcomes.
- Achieved a 40% improvement in operational issue resolution by spearheading the development of a SharePoint and Power Automate-based 8D issue resolution system specifically tailored for grid products, streamlining and enhancing the overall resolution process.
- Devised and implemented a unified RFP response template, establishing a central repository with data from over 50 past proposals. This streamlined the response process and improved the efficiency of account managers.
- Spearheaded an in-depth pricing strategy initiative by analyzing EV battery pricing models from over 20 competitors in the EV battery and grid storage sector, laying a robust foundation for Our Next Energy's strategic positioning in the market.
- Streamlined project oversight and increased stakeholder engagement, achieving a 40% improvement in developmental metric reporting accuracy, and this was accomplished by devising an intuitive dashboard to track key phases of the product development process.

### Product Strategy Intern | Inrobics, Spain

**Dec 2022 – Jan 2023**

- Formulated a robust Go-to-Market strategy for Inrobics to penetrate the US market, meticulously outlining key elements including positioning and pricing and successfully reached 10 million potential customers with a comprehensive approach.
- Orchestrated the development of customer journey maps for 25,000 clients in Texas, resulting in a 70% increase in the successful completion of sales initiatives and implemented scrum principles to enhance project agility and streamline processes.
- Executed a thorough competitor analysis, pinpointing the top 10 key players in the US market and shortlisted potential strategic partners and navigated regulatory compliance requirements to inform Inrobics' market positioning.

- Spearheaded the successful entry of Inrobics into the US market, demonstrating expertise in market dynamics, customer segmentation, and effective pricing strategies and resulted in the establishment of a strong foothold and access to a substantial customer base.
- Led a data-driven approach to customer engagement, employing customer journey maps for targeted sales initiatives and enhanced project efficiency by integrating scrum principles, fostering adaptability and responsiveness in achieving organizational objectives.

#### **Product Strategy Intern | OTIS, Baltimore, MD (Remote)**

**Sept 2022 – Dec 2022**

- Crafted 10 recommendations, including strategies for Scope 3 emissions, for Otis's ESG report, curated for an executive board presentation, demonstrating a commitment to comprehensive environmental, social, and governance initiatives.
- Led market research exploring the correlation between ESG ratings and financial performance, conducting hypothesis testing revealing a notable 55% increase in ESG-aligned investments since 2021, offering valuable insights into sustainable practices' financial implications.
- Analyzed the top 10 ESG-performing companies, within and outside the machinery industry, to identify best practices for Otis, enhancing their ESG score and informing strategic planning for sustainable business practices.
- Presented 10 recommendations, including Scope 3 emissions solutions, to Otis for their next ESG report—strategically chosen for an executive board presentation, showcasing commitment to environmental stewardship and corporate responsibility.
- Investigated and benchmarked ESG practices, analyzing top-performing companies within and outside the machinery industry, providing actionable insights for Otis to improve their ESG score and align with industry best practices.

#### **Student Strategy Consultant | Key Tech, Baltimore, MD**

**Oct 2022 – Dec 2022**

- Executed targeted market research to identify and recommend eight key technologies aligned with the organization's 5-year growth strategy and this strategic initiative involved a meticulous examination of emerging technologies poised to drive sustainable growth.
- Validated research through 30+ stakeholder interviews and comprehensive competitor analysis, ensuring a data-driven understanding of market dynamics and influencing decisions on innovative technologies like digital pills and liquid biopsy.
- Played a pivotal role in shaping the organization's technology adoption strategy by leveraging insights from stakeholder interactions, contributing to informed decision-making aligning technology investments with long-term growth objectives.
- Demonstrated commitment to strategic foresight by identifying and recommending technologies aligning with the organization's 5-year growth plan, reflecting a forward-thinking approach to technology adoption and business strategy integration.
- Contributed to organizational competitiveness and innovation by participating in selecting key technologies, with validation through stakeholder interviews and competitor analysis, ensuring the adoption of technologies positioned for sustained growth and success.

### **Academic Projects**

#### **Home Food Distributor App (JHU)**

- Led the development of a home food distributor app, employing advanced usability testing and iterative design, resulting in a 30% increase in user engagement and substantial improvement in customer satisfaction ratings.
- Led a comprehensive market analysis and user research initiative, gathering critical insights into consumer preferences. Effectively translated these insights into user-centric wireframes, prototypes, and flows, culminating in an app redesign that enhanced user experience, leading to a 25% rise in daily active users
- Incorporated MIL-STD-1472H standards into the academic project's app design, emphasizing optimal control/display integration and user-friendly visual displays, resulting in a 20% reduction in user-reported issues and elevating app reliability and competitiveness.

#### **Personal Finance Tracker App – SpendRight (JHU)**

- Implemented Scrum practices, including sprint planning and stand-ups, in an academic project, facilitating the swift rollout of essential features and significantly enhancing user financial oversight and strategic decision-making.
- Employed MoSCoW prioritization and Planning Poker techniques in an academic project to develop a user-friendly app, transforming personal finance management, and resulting in a significant increase in user engagement and financial literacy.
- Emphasized synergistic team collaboration and meticulous user story crafting in the academic project and this strategic focus ensured seamless project execution, garnering outstanding user approval and perfectly aligning product development with market demands.

#### **Automated Medicine Dispenser – CureYou (VIT)**

- Guided a five-member academic team in conceptualizing and developing a business canvas model and Minimum Viable Product (MVP) for an automated medical dispenser, showcasing leadership and project management skills.
- Designed a web application UI and dashboard for medication management, integrating an alarm feature that, along with a pricing strategy revamp driven by customer feedback, led to a substantial 20% increase in Customer Satisfaction (CSAT) scores.
- Enhanced the UI and functionality of a medical dispenser project, showcasing adept project execution and improvement strategies, resulting in a successful integration of user-oriented features and responsiveness to customer input.

### **Leadership Experience**

#### **Advocacy Chair, Graduate Representative Organization**

**Aug 2023 – Present**

- Led and executed strategic, inclusive event planning and thorough coordination, ensuring optimal safety for 150+ students

#### **Student Volunteer Leader, Helpen NGO**

**Dec 2019 – Dec 2020**

- Led a group of 8 members and assisted them on how to teach English and conduct activities for 50 primary school kids