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**Comprehensive Product Lifecycle Management ♦ Market Research ♦ Pricing & Monetization
Competitive Analysis ♦ Go to Market Framework ♦ Marketing Strategies ♦ Metrics & Analytics**

PROFESSIONAL PROFILE

Product Management & Marketing professional with **15+** years of experience in strategy, market analysis, and product development. Expertise in optimizing product lifecycles, enhancing user experiences, and driving growth across diverse sectors.

A good understanding of diverse technologies, including Semiconductors, Software Development/Agile Methodologies/SaaS, Hardware/Devices, Wireless Networks, IP Telephony/VOIP, Security Solutions, etc. Proficient in leveraging ERP, CRM, and BI to integrate product development with business operations.

Well organized, capable of managing multiple projects and meeting deadlines. Adept at collaborating with cross-functional teams and communicating effectively.

EDUCATION

Master's Degree in Business Management

International Institute of Professional Studies, Indore, India

Bachelor's Degree in Engineering

Bhilai Institute of Technology, Bhilai, India

PROFESSIONAL EXPERIENCE

Product Management Consultant

Portland, OR | Feb 2008 - Present

- Collaborate with product management and cross-functional teams to guide product development across various phases, including market research, gathering requirements, design & development, testing, deployment, and product performance metrics.
- Holistic management of the product life cycle, aided by creation of Roadmaps, Product Requirement Documents (PRDs), Market Requirement Documents (MRDs), and End-of-Life (EOL) plans.
- Conduct competitive analysis to identify market opportunities and guide product decisions.
- Develop impactful Go-to-Market strategies to ensure successful market penetration and sustained market presence.
- Support the launch of products and monitor their performance to ensure they align with both business objectives and customer expectations.

Product Manager

Focus Enhancements Semiconductor Division, Hillsboro, OR | Nov 2005 - 2007

- Oversaw the development and management of a product family of video encoder chips.
- Successfully led the development and launch of a new chip, bringing it from concept to market within seven months.
- Conducted in-depth market analysis to assess market size and track trends and performed a comprehensive Return on Investment (ROI) analysis.
- Developed and executed end-of-life strategies for legacy products.

Product Manager

PCI Inc., Manhattan, NY | Nov 2003 - Nov 2005

- Directed the entire product lifecycle, from strategic planning through to product launch, with full P&L responsibility.
- Developed data sheets and marketing collateral to improve product communication.
- Identified and forged new strategic partnerships and represented the company at industry trade shows to enhance market presence.

Product Marketing Manager

EIA Inc., Manhattan, NY | May 2001 - Nov 2003.

- Maintained product roadmaps, ensuring alignment with company goals and market needs.
- Developed and implemented strategic marketing plans for multiple products and services.
- Conducted market research and collected customer feedback to guide product features and prioritize development.

Marketing Manager

PC LABS (Information Technology Services Group), Bhopal, India | July 1996 - Feb 2001

- Managed marketing initiatives, including sales training, seminars, and trade shows.
- Built strong relationships with OEMs and vendors, driving collaboration and business growth.
- Contributed to restructuring the sales and marketing framework to enhance overall business processes.

CERTIFICATIONS

- Cisco Certified Product Solutions (IPT/VOIP) Specialist
- Cisco Wireless Certified
- Cisco Certified Network Security Specialist
- Cisco Certified IP Telephony/VOIP Specialist
- Cisco Certified IPT/VOIP Solutions Specialist

KEY INTERESTS | Artificial Intelligence | Clean & Renewable Energy | Robotics | Biotechnology |