

Karthik Ravichandran

I love building delightful products and leading amazing teams that put people first. I'm a big believer in inspiration, and empathy.

EXPERIENCE

Head of Products and Engineering, MindSumo, Inc.

APRIL 2014- PRESENT

MindSumo is a best of its kind crowdsourcing platform that connects companies and millennials. Companies launch a variety of challenges to source ideas, work and insights. Solvers win prizes, experience, and recognition. MindSumo has served over **100 companies** (including 75 among the Fortune 500), and **2 million users** (including 300,000 registered millennials).

- I joined MindSumo as an Engineer (Full Stack & Data) in 2014. Since August 2015, I have been leading and managing all Product, Engineering, and B2C marketing efforts while still writing software.
- **Community grew 10x in 18 months:** I developed strategies and led efforts that grew the solver millennial community with a strong y/y user and MAU growth. Peer referrals, incentives, marketing campaigns, SEO, and conversion optimization helped us create processes for growth.
- **Bookings growth @ 10% mo/mo:** With optimizations and new frameworks to improve sales lead generation, enterprise NPS, and overall team efficiency, the company became profitable.
- **50% more challenges per company:** By improving our processes with new features and strategies, we established tighter relationships with the clients and increased engagement substantially.
- I built the software infrastructure, web & mobile (iOS & Android) apps.
- **Successful features for the enterprise:** White label offering, insights & submissions review dashboards, NLP, text analysis, HTML text highlights, solver payments, intra-organization referrals, need collectors, and third-party integrations.
- **Hired and led** engineering, design, and product marketing teams.
- [current priority] **An end-to-end crowdsourcing platform (AhaKit)** that integrates into the workflow for consulting and CPG clients and will help collect and qualify needs, launch challenges, engage a variety of communities and vendors, collect/consume submissions, and finally extract useful insights or work. Currently setting up partnerships and pilots.

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EDUCATION

Stanford University

MS (Electrical Engineering)

SEP 2012 - APRIL 2014

Data Science, Machine Learning, Software Engineering, Analog Circuits, Quantum Mechanics, and General Relativity.

Internship: Prophecy Sciences (Acquired by Lumosity). I built software firmware, and embedded systems.

College of Engineering, Guindy, India

BE (Electronics & Comm.)

AUG 2008 - MAY 2012

Software/Hardware, Analog Circuits, Biomedicine, Signal Processing, and Communication

Awards: Governor's Gold Medal, Texas Instruments' Analog Design Winner

SKILLS

Product Management, User Experience, Internet Products, Enterprise Software.

Full Stack Development, Mobile Apps, Ruby on Rails, ReactJS, Bots,

Machine Learning, Data Science