

11 years of B2B Technology Marketing Expertise | 9 years of Leadership Experience | MBA and Engineer

Adept at transforming businesses with customer intimacy, building highly engaged teams, leading in global organizations, and running multi-million-dollar businesses. Proven expertise in product management, pricing, digital marketing, data analytics, and go-to-market.

- **Customer Obsession:** Skilled at leveraging voice of the customer and the jobs-to-be-done framework to transform value proposition design, new product introductions, digital marketing, and go-to-market strategies.
- **Leadership:** Excel at leading in global organizations, breaking down silos, and bringing together cross-functional teams to successfully plan and execute key initiatives.
- **Growth:** Proven success in driving strong revenue growth at Company 1 in 2016 and 2017, and at Company 2 in 2018 and 2019.
- **Lean Business System:** Expertise in building a metrics driven culture, solving systemic problems using root cause analysis, and making decisions backed by data and customer insights.
- **Strategic Planning and Execution:** Proficient at leading company-level initiatives to drive growth in target customer segments/applications and improvements in go-to-market strategies/customer journeys.

CORE COMPETENCIES

Clear and Compelling Personal Value Proposition

- Business Model Innovation
- Product Management
- Service Strategy
- Value Proposition Design
- Go-To-Market
- Data Analytics
- Content / Digital Marketing
- Pricing Strategy
- Leadership and Management

EXPERIENCE

Business Unit Leader, Fluke Corporation (Fortive) / Medical Devices, Washington (March 2018 - October 2020)

Revenue and profitability ownership for the \$XXM biomedical business (2018 and 2019) and the \$XXM services business (2020). Responsibilities involved driving the product roadmap and growing the businesses with new product introductions, product marketing, and sales enablement initiatives.

- Inherited a flat biomedical business that was not meeting revenue goals. Grew the business by XX% (\$XM) in 2018 and Y% YTD (\$YM) September 2019 by changing the product management to be less product feature oriented and to be more jobs-to-be-done/pain point oriented.
- Led a data-driven pricing analysis initiative to reduce discounting and stop price leakages by partnering with sales leaders, resulting in a price realization of X% and an increase in revenue and margin by \$XM.
- Faced the challenge of fixing a fragmented product portfolio with XX aging platforms. Drove the digital transformation of the portfolio by implementing a single HW platform cutting across the entire product portfolio, supported by a common software and data ecosystem that would drive further customer adoption and monetization opportunities.
- Led a strategic initiative to grow the medical device manufacturer segment by driving validation of Company's products by OEM product development teams for their medical devices and by building relationships with newer customers. This led to \$XM+ of long-term funnel.
- Entered an adjacent application of anesthetic machine testing by developing and launching a new anesthesia tester product in the short timeframe of a year. This high NPV investment resulted in \$XXXk+ of annual revenue, \$XM+ of pull-through revenue for a related product and won an Inspiring Breakthrough Silver award in 2020.
- Drove commercialization of a SaaS product by ensuring solution readiness, implementing value-based pricing based on time saved, and discovering the right customer segments for the MVP. This led to large-scale adoption by a major medical device OEM and recurring revenues of \$XXXk+/year.
- Set up a new \$XXM service business unit by consolidating a fragmented service portfolio. Implemented 'rhythm of the business' initiatives and new product introductions to drive service volume, improve margin and grow revenue. Drove the service labs to fix turnaround time and customer support issues to improve customer satisfaction and NPS.

Storytelling approach to articulate context, outcomes, successes, and impact

- Transformed a nascent team into an impactful and balanced team by setting a clear vision of customer intimacy, restructuring the team towards specialized product planning and product marketing roles, and enabling the team by coaching on best-practice product management and marketing tools and frameworks.

Marketing Director, Tektronix, Inc. (Fortive/Danaher) / Test and Measurement, Oregon (2014 – 2018)

Responsible for a worldwide product marketing function driving new product introductions, go-to-market strategies, global marketing campaigns, and sales enablement. Built a high performing team of 13, to deliver across a matrix of 6 business units and 7 regional teams. Managed a budget of \$XM.

→ **Customized story selection based on target jobs**

- Transformed Tektronix's new product introduction process by introducing customer intimacy. This required getting a clear understanding of customer segmentation, jobs to be done, and customer journeys. This approach helped beat product order targets by up to 67%.
- Improved the go-to-market and digital marketing strategies to be less feature-benefit oriented and be more customer application oriented. Exceeded marketing opportunity create targets by 23% and lead generation targets by 12%. This success led to a new company strategy to transform from being product centric to being customer application centric.
- Developed new customer journey frameworks to help map the customer behavior and purchase process. This strategic project led to the optimization of digital marketing, go-to-market tactics, and sales enablement. These frameworks have been adopted company-wide for all go-to-market initiatives.
- Introduced new content marketing tactics like lead nurture, video, website content optimization, and SEO for free marketing to drive customer engagement, increase website traffic and conversion, and improve marketing ROI.
- Drove annual commercial planning cycles in a matrixed organization by collaborating with business units and regional sales and marketing teams to align on the annual marketing strategy and key initiatives.

Marketing Manager, Keithley Instruments, (Tektronix/Danaher) / Test and Measurement, Ohio (2011 - 2014)

Managed worldwide marketing for new product commercialization, global marketing campaigns, and global pricing. Led a team of 8 spread across the US, Germany, and China. Managed a budget of \$XM.

- Launched an innovative new product by highlighting customer benefits in relevant applications. Evaluated as the best launch in Keithley history by the COO and the VP of Marketing. Exceeded 12-month order target by 10%.
- Drove an organizational change towards lean marketing and a problem solving, metric-driven culture. Led kaizens for commercial improvement goals and beat monthly lead generation targets by 11+%.
- Led the marketing integration of Keithley into Tektronix. Drove the integration of pricing, marketing systems, databases, brands, budgets, teams, and processes.

Commercial Product Analyst, Farmers Insurance / Commercial Insurance, Ohio, (2009 – 2011)

Global Pricing Intern, Finance Technology Consultant, Software Engineer, (2004 – 2008)

EDUCATION

- MBA (Finance and Strategic Management) / Case Western Reserve University, Cleveland, OH (2007-2009)
- Bachelor of Engineering / University of Mumbai, India (2000-2004)

CERTIFICATES

- AI for Leaders Certificate / BabsonX, Babson College, 2020
- Fundamentals of Digital Marketing / Google, 2020
- Data Analytics Certificate / Cornell University, Online, 2017
- Content Marketing Crash Course / MarketingProfs, 2015