

**RAVIKIRAN RAJAGOPAL**

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**Summary:** Strategic and collaborative digital Product Leader with vast experience in launching and growing products for different markets including financial services, weather, energy, and education. Mentor for Product Managers. Enthusiastic about making an impact on people's lives by leveraging digital and emerging technologies.

17+ years of a career spanning software development, software design, product marketing, and management. Education includes engineering and an MBA.

**Product Manager – Digital Product Development, Prudential Financial** **2015 – Present**

Strategy and Leadership:

- Led and launched the first consumer-facing mobile app for Prudential Retirement, while overseeing design, experience, and development.
- ✓ Oversaw roadmap with a product development spend of more than **\$6M per year, achieved retention of \$350M AUM, helped win sales of clients worth \$10B.**
- ✓ Achieved an app download of **700K in 2 years**, with more than 100K monthly active users
- ✓ Increased customer satisfaction rating from 1.8 to 4.6
- Created product strategy and roadmap for **Mobile App and Voice** to place Prudential at the forefront of technology
- **Led** the industry-first retirement account access capability for Amazon's Alexa helping achieve retention and growth
- ✓ Received industry award and the Prudential award for Innovation and Business Value creation using Technology
- Delivered strategy and roadmap guide to implementing web analytics on participant and sponsor/advisor websites
- **Founded** internal usability/user testing practice in collaboration with Business Resource Groups

Product Development/Management:

- Managed the overhaul of the websites to comply with the law for Web Content's Accessibility
- Led responsive design of the investment allocation product to improve usability and accessibility
- Managed many medium enhancements to participant website by ensuring the accessible, mobile-friendly UX

**Senior Product Manager - Mobile Apps, AccuWeather** **2011 – 2015**

Strategy and Leadership:

- Led revenue and product strategy **and increased advertising revenue by 150% in a year**
- Formulated and guided strategy for the Internet of Technologies platforms including auto and wearable segments
- Managed the product pipeline, projects, and resources that contributed nearly \$10M/yr revenue to the organization
- Implemented strategy for paid application model, oversaw pricing and generated profit of \$1M in three years
- Established usability research in the product development process and led the practice with the help of a vendor
- Managed vendor/partner relationships with Google, Amazon, Usertesting.com, BlackBerry, and BugSense
- Built a talented team of product managers through hiring and mentoring

Product Management:

- **Launched & managed** 25+ products on Android, Amazon, iOS, BlackBerry, Nokia, Connected TVs & Wearables
- Directed design to improve the UX which resulted in design awards, increased rating, and recognition from Google
- Improved **customer focus** and utilized insights from metrics resulting in a **growth of users by over 2000% in 3 years**
- Won design awards and was featured by Google, Amazon, Verizon, BlackBerry, and leading technology press
- Achieved #1 search ranking, increased rating from 3.0 to 4.4, and grew users from 1M to 35M with 10M active users
- Positioned AccuWeather among the **top two** ranks within Android & BlackBerry markets out of 500+ weather apps
- Introduced, established, and led the efforts to track and analyze user behavior with the help of Google Analytics

**Co-founder, Akount (Part-time, passion project for a start-up)** **2014**

- Product Management: Led product for a mobile app that helped teach the basics of accounting in a game format

**Product Intern, Schneider Electric (MBA Summer Internship)** **2010**

- Product Management of a web app designed for executives to make energy efficiency decisions

MBA Student Consultant for **AccuWeather**, Smeal College of Business (APEX, Capstone Project) 2009-2011

- Product Management: Led a five-person team to analyze data and create new web product requirements including wireframes and business plan that identified a revenue opportunity of more than \$1M in 2 years
- Generated new revenue by identifying a new business client and helped close a deal of \$100K
- The success of this work led me to a full-time job of Product Manager at AccuWeather
- Product Marketing: Led website design, development, and email marketing to organize a conference for 500 attendees

Senior Software Engineer, **Schneider Electric** 2007 – 2009

- **Team Leadership:** Led a 10-member cross-functional product development team to design and develop a smart motor management device with a web application for remote diagnostics and monitoring features
- Project Management: Managed the project by coordinating with cross-functional teams and overseas clients
- Process Improvement: Improved client satisfaction by reducing delivery time and quality metrics by 25%
- Built a new team to develop all Smart Motor-related projects at the India center

Senior Design Engineer, **Visteon Technical and Services Center** 2005 – 2007

- **Team Leadership:** Led a 10-member product development team to develop car audio system's software and UI
- Project Management: Designed innovative processes for software reviews, quality & change management
- Released a customizable, user-friendly car multimedia application to several clients such as Ford, VW, and GM

Software Engineer, **Robert Bosch India Private Limited** 2003 – 2005

- **Developer:** Developed configurable software modules for various clients and collaborated with multiple clients
- **Trainer:** Trained over 200 colleagues on software languages with an emphasis on safety and optimization
- Delivered critical software in a short duration and was recognized as a top performer in a 120-employee division

EDUCATION

Penn State University, Smeal College of Business <i>Master of Business Administration – Marketing, Supply Chain Management. GPA: 3.6</i>	University Park, PA 2009 – 2011
PES Institute of Technology <i>Bachelor of Engineering – Telecommunication, Grade: Distinction</i>	Bangalore, India 1999 – 2003
National Institute of Information Technology <i>Professional Diploma (Certification) – Web Computing and Programming, Grade: Distinction</i>	Bangalore, India 1999 – 2001

AWARDS

<b>Prudential Business Value Award For Alexa</b>	2018
<b>W3 Silver Award</b>	2014
<b>Team of the Month</b>	2014
<b>W3 Silver Award</b>	2013

CERTIFICATIONS AND TRAINING

<b>McKinsey Wave Ability to Execute (Performance &amp; Bottom Line)</b> – Training at Prudential	2020
<b>Certified SAFe 5.0 Product Manager</b> – Training at Prudential	2020
<b>Certified SAFe 4.6 Product Manager</b> – Training at Prudential	2019
<b>Crucial Conversations</b> – Training at Prudential	2017
<b>Agile Scrum Master</b> – Training at Prudential	2017
<b>Agile Methodologies and Product Owner</b> – On-hands training at AccuWeather from Lithespeed	2014
<b>Google Analytics</b> – Fundamentals, Platform Principles	2014
<b>Pragmatic Marketing</b> – Practical Product Management (Foundation, Focus)	2013
<b>Coursera</b> – Strategy, Product Management, and Business Courses	2013