GOPI PAMULA

Product Owner

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# Summary

Customer-obsessed and data-driven product leader with over 16 years of experience in product management and data analytics, expert in integrating artificial intelligence / machine learning technologies and leveraging data-driven insights. Proven track record in leading cross-functional teams, developing product vision and strategy to drive innovation and growth in enterprise-scale environments. Certified in AI for Healthcare Specialization from Stanford, with a strong understanding of HIPAA regulations and their implications for data privacy and security. Open for relocation.

# Professional Experience

Samsung Electronics America Plano, TX

Sr Product Manager 09/2021 - Present

* Led data science product team E2E by collaborating with data scientists, engineers, business teams to integrate AI/ML recommendations into business applications and shared services, impacting millions of users daily
* Spearheaded RAG architecture implementation using Vertex AI, fine-tuning embeddings in LLM for Generative AI models in marketing campaigns, automating subject lines and creative creation increasing conversion rates by 12% on Google Cloud Platform
* Ideated, designed and launched Campaign segmentation web app (0-1) by integrating machine learning models which automated segment creation with YoY revenue increase of 150% and identifying 5 billion targeted customers for marketing campaigns in 2023 for various marketing channels
* Initiated and launched real-time scoring API (0-1) with GTM strategy to predict user abandoning the cart with low latency and reducing cart abandonment rate by 12%
* Proposed and implemented server-side A/B testing tool (0-1) for web and mobile app personalization, leading to a 5% uplift in annual revenue through enhanced customer experience journey
* Stay close to market trends through market research, usability studies, user interviews and incorporating new ideas, product innovations into product roadmaps and lifecycles by collaborating with sales G business development teams

Samsung Electronics America Plano, TX

Product Manager 12/2019 - 08/2021

* Created Product roadmap for successful migration of AI/ML data migration from on premise to AWS Data cluster with 25% increase in data pipeline performance
* Ideated Data Monitoring Framework for all AI/ML data pipelines which enhanced Feature Engineering by 40%
* Architected and scaled a data lake by cataloging 500= TB of source data and analyzing entity relationships, focusing on quality assurance and performance and reporting alignments

# Education

Bangkok University Bangkok, Thailand

MBA 01/2004 - 06/2008

Jawaharlal Nehru Technological University Hyderabad, India

B Tech 08/1997 - 06/2001

AI in Healthcare Specialization  Stanford

# Certification

IBM AI Product Manager  IBM G SkillUp EdTech on Coursera CSPO  Certified Scrum Product Owner by SCRUM ALLIANCE PMP  Project Management Professional by PMI

BigData Foundations  IBM

Hadoop Fundamentals  IBM

# Additional Professional Experience

Samsung Electronics America Mountain View, CA

Product Manager Consultant 09/2016 - 12/2019

* Developed OKR/KPI analytics dashboards using Tableau Business Intelligence, which provided visibility on the performance of each line of business and leading to 5% uplift in revenue with predictive analysis
* Designed and architected scalable data platform migrating from legacy warehouse to Bigdata/Hadoop cluster minimizing data losses by 20%

Kloud Data Inc Fremont, CA

Big Data Engineer 04/2016 - 08/2016

* Executed successful data migration from on-premise to cloud for financial customer moving 1 TB of data in less than 3 months, providing easier access to files and reducing storage maintenance costs by 20%
* Led and developed cloud ELT system, leading to a 25% rise in data processing speed and 15% increased system performance

United Overseas Bank Limited Singapore, Singapore Sr Business Analyst Consultant 10/2014 - 04/2016

* Designed and executed a strategic plan for the migration of legacy ETL systems to Bigdata, reducing the maintenance costs by 30%
* Developed and maintained over 100= data models through multiple projects, ensuring consistency and accessibility

ICE Singapore, Singapore

Sr Project Associate 09/2010 - 04/2014

* Designed and developed complex monthly regulatory reports through automation decreasing the human effort by 98%
* Architected and implemented stock exchange report delivery platform automating the process and improving the efficiency by 90%

United Overseas Bank Limited Singapore, Singapore ETL Consultant 10/2007 - 09/2010

* Created ETL framework for transforming and loading data into data warehouse from 15 different source systems, resulting in a 28% faster data throughput
* Developed a data governance strategy to ensure consistency and accuracy of all data, leading to a 90% reduction in data errors

Fundamentals of Generative AI  Microsoft

# Training / Courses

Skills

Product Management Product Roadmap Stakeholder Engagement Product Strategy Agile Development A/B Testing User Acceptance testing Jira Confluence Apis Aws Algorithms Microsoft Office Suite Hadoop GCP

Shared Services Bigdata Business Intelligence Tableau ML/AI PowerBI agile methodologies Market Research Wireframing Product Innovation B2B Data migration SDLC Scrum Quality Assurance Data Analytics Python Feature Engineering NLP Kpi Pmp Product Lifecycle Management Sql Predictive Analytics Requirements Analysis Statistics Banking Data Science User Experience Journey Ecommerce Retail ERP

References available on request

References