KARTHEEK MARRU, pspo i

Senior Product manager

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**SUMMARY**

*MBA candidate with overall 10+ years of experience in project and product management, specializing in consumer-facing mobile and web applications within the Edtech, digital healthcare, and technology industries. Proven track record in leading cross-functional teams to enhance user engagement, drive revenue growth, and optimize operational efficiency. Certified Scrum Product Owner with a strong focus on data-driven strategies and Agile methodologies. Proven track record in developing comprehensive product strategies, managing end-to-end product lifecycles, and conducting extensive user research to inform product enhancements and user satisfaction.*

**PROFESSIONAL EXPERIENCE**

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| **Atento Capital; OK, USA** | **May 2023 - August 2023**  |
| **Senior Product Management– Remble Intern** | Remble is a virtual mental health companion that provides accessible and personalized mental health support through innovative technology solution like guided mental health exercises and resources to every individual. |
| * **Customer Obsession:** Boosted customer retention by 25% and CSAT by 30% by driving customer-centric product improvements, utilizing surveys, heatmaps, user flows and A/B testing to introduce four new features and effectively redefining KPIs.
* **Stakeholder Partnership and Market Expansion (OKR):** Targeted a 10% market share and $5M in projected revenues by supporting Remble's expansion into B2B services; developed a platform for corporate organizations and service providers (PaaS) by conducting over 30 stakeholder in-depth interviews, market research, and leveraging Python and SQL for data analysis.
* **Product Innovation and Pricing Strategy**: Enhanced app usage by 15% and subscriptions with a projected MRR increase of 23% by contributing to the development of 'Mia,' a Gen AI chatbot, conducting pricing analysis increasing pricing effectiveness by 20%.
* **GTM Strategy, Team Collaboration and Product Management**: Improved user awareness by 25% through digital strategies; collaborated with a cross-functional team of 15, implementing Lean and Agile methodologies to raise efficiency and reduce feature turnaround time by 25%, while managing the entire product lifecycle from conception to launch.
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| **Marketing Marvels; Telangana, India** | **July 2019 - August 2022** |
| **Senior Product Manager, AI and Data-Driven Learning Solutions – Embibe** | Embibe is an AI-powered learning platform that enhances educational outcomes by providing personalized and adaptive learning experiences for students. |
| * **Integration with Classroom Tools:** Developed AI-based features and integrated data analytics to create personalized learning paths and improve teacher onboarding, conducting workshops in schools to support classroom integration and ensure compatibility with API frameworks and front-end systems educators use.
* **Driving Adoption and Revenue:** Launched AI-powered tools tailored to school needs, increasing subscription revenue by 22% and facilitating product adoption by coordinating with engineering teams to align features with API requirements and front-end development practices.
* **Curriculum-Aligned Product Development:** Led the creation of AI-driven learning solutions that matched K-12 curriculum standards, improving student outcomes by 30% through custom data models and API integrations that supported personalized learning paths for classroom use.
* **Collaboration with Schools and Educators:** Partnered with curriculum developers, data scientists, and school districts to enhance the learning platform and supported teacher training on using Google Sheets and Docs for tracking student progress and generating reports.
* **Data-Driven Enhancements:** Utilized A/B testing and user feedback in schools to refine curriculum features, improving learning efficiency by 25% and integrating data into Google Sheets for easy access and analysis by educators.
* **Research and Competitive Analysis:** Conducted research with teachers and administrators to inform product development, using Google Workspace tools for documentation and presentations, and developed strategies to differentiate the product in the K-12 EdTech market.
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| **Marcamor Consulting; Telangana, India** | **January 2018 - June 2019** |
| **Product Manager, Personalized Learning and User Experience – Cuemath** |Cuemath is an EdTech company focused on making math intuitive and accessible for K-12 students through a personalized learning platform. |
| * **Curriculum Development with API Integration:** Developed a personalized learning platform aligned with national curriculum standards, increasing student engagement by 25% by defining API requirements to support data flow between the platform and classroom management systems.
* **User Research and Usability Testing:** Conducted user research and testing with students and teachers to design curriculum features that met classroom needs, boosting student retention by 18% and training educators to use Google Sheets for lesson planning and progress tracking.
* **Data-Driven Curriculum Improvements:** Improved curriculum delivery using data analysis, resulting in a 22% increase in revenue and expanded market reach by developing real-time dashboards in Google Sheets for educators to monitor student performance.
* **Market and User Research:** Gathered insights from teachers and school administrators to guide product development, using Google Workspace tools to document findings and support product decisions that addressed specific classroom challenges and instructional needs.
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| **ThinkTrek; Telangana, India** | **April 2016 - December 2017** |
| **Product Marketing Manager** | ThinkTrek is India’s first Augmented Reality company revolutionizing advertising industry with AR Ads.  |
| * **Strategic Product Launch and Business Ownership:** Launched India's first AR-integrated smart notebook, transforming the advertising industry with AR-enabled ads, achieving a 25% increase in ROI, providing detailed consumer behavior analytics that strengthened brand retargeting strategies through initial sales of over 40,000 units per month and 10% month-over-month growth.
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| **Larsen & Toubro; Telangana, India** | **May 2013 - March 2016** |
| **Project Engineer** |Larsen & Toubro Hyderabad Metro Rail |
| * **Project Management:** Coordinated project requirements, resources management, and conflict resolution with suppliers, leveraging communication and leadership skills to achieve a 95% on-time completion while maintaining a backlog rate below 5%.
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**EDUCATION**

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| **Boston University, Questrom School of Business, Boston, MA.** | **May 2024** |
| *Master of Business Administration, Product Management, Management Science (STEM)*  |
| * Dean’s Scholarship recipient. VP of Entrepreneurship and Innovation Club. Teaching Assistant for Design Thinking and Innovation.
* Coursework: Product Design & Development, Platform Strategy, Analytics for Managers, Design Thinking, Machine Learning.
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| **Indira Gandhi National Open University, India** | **February 2021** |
| *Master of Arts, Psychology, Organizational and Industrial Psychology* |
| **Jawaharlal Nehru Technological University, India** | **May 2013** |
| *Bachelor of Technology, Civil Engineering*  |
| * Student Ambassador for the Civil Department, Placement Coordinator, and President for Entrepreneur Cell.
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**SKILLS**

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| * **Technical:** Python, Pandas, Scikit-Learn, HTML, JavaScript, OpenAPI, Narvar.
* **Product Management:** Jira, Confluence, Git, Miro, Hotjar, Slack, Productboard, Asana, Notion, Agile and Lean Methodologies.
* **Design & Prototyping:** Figma, Adobe CC.
* **Data Visualization & BI:** PowerBI, Amplitude, Tableau, Qualtrics, Google Analytics, Google Data Studio, Hotjar, Crazyegg.
* **Platforms:** Shopify, Salesforce, HubSpot, Adobe Experience Manager, WordPress, Web Flow.

**ADDITIONAL INFORMATION** * **Certifications:** Professional Scrum Master I (PSM I), Professional Scrum Product Owner I (PSPO I) from Scrum.org.
* **Volunteering:** Fundraiser for Nature Restoration Camp, Skill Development Manager for Literacy Helping Hands.
* **Willingness to Travel:** Open to relocate. Open to travel for business needs.
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