

Ruchira Waman Teli

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PROFESSIONAL EXPERIENCE

Product Manager (Full-Time) – Expedia Group | Seattle, United States

September 2022 - March 2023

- Established an event and conversation-driven **'Workflow Orchestration and ChatOps Platform'** integrating with monitoring tools to auto-remediate incident outages and operational workflows **with anticipatory AI-based experiences** there by **improving meantime to recover (MTTR) incidents by 89% (availability)**.
- Launched enhanced features for **'Unified Developer Portal'** to **improve the search relevancy for Technical Documentation by 42%**; help in configuration of **20K applications, 195 Tools, 1K APIs**, saving millions of dollars in productivity improvements and increasing the adoption by 64%.
- Executed data driven product strategy and roadmap by consistently analyzing and monitoring developer metrics such as **DORA (MTTR, CFR, DF) and Value Metrics (Lead Time, Cycle Time and Commits to Risk) using Tableau** which helped in increasing the developer productivity by 59%.
- Established cross-functional trust through transparency delivered via a **clear strategic vision, unified product roadmap, building OKRs, customer listening and own creation of PRDs/Product Briefs with prioritized backlog** across partner organizations including Engineering, User Experience, Support, Architecture, Legal and Marketing organizations.

Product Manager (Full-Time) – VMware | Bengaluru, India

May 2019 - December 2020

- Conducted market research, defined a go-to-market product strategy and developed **'Managed Service Cloud Provider Offering'** in **VMWare Partner Platform**; launched it to **4000+ partners with increased annual recurring revenue by 40%**.
- Drove multiple M&A Integrations of Customer Relationship Management product (**Salesforce CRM**) based on **own creation of PRDs with 20+ Use Cases, 100+ User Stories, User Journey Maps** resulted in **reduction** in the cost of multiple system maintenance by **~36%**.
- Designed company-wide **global Sales Pipeline and Forecasting dashboards** (Salesforce Einstein Analytics) by prioritizing **4 metrics with 25+ KPIs** indicating sales performance; launched it to +200 global sales representatives and achieved a **58% adoption rate**.
- Build a product roadmap and spearheaded global cross functional teams of **20+ of engineers & designers to launch an MVP for Global H/W Sales Orders** resulting in auto booking PRs across invoicing entities & sales orders worth **~\$8M**.
- Implemented product and process improvement initiative using **data driven insights, prioritization and decision making by analyzing 8M sales transactions data using SQL and Tableau**; used to test, analyze and measure impacts for redesigning sales compensation process to **save \$1.5+M** in commission coverage.

Product Management Intern (Intern) – VMware | Bengaluru, India

April 2018 - May 2018

- Conceptualized and built a **dynamic lean incubation platform using Design Thinking Methodology** for capturing innovative ideas and bringing them into action within digital transformation BU resulting in **idea selection (14groups)** and **budget allocation (~800k)** for implementation.

Product Consultant (Full-Time) – Zycus Infotech | Mumbai, India

February 2016 - October 2016

- Crafted product strategy for **SaaS based Procurement Suite of Products (eCommerce/eSourcing, Supplier Management and Analysis, Contract Management)** for Global Fortune 500 companies in EMEA and Southeast Asia regions to **optimize their procurement costs by ~70%**.
- Established **go-to-market product plan** in collaboration with sales with 2yr roadmap & break-even analysis with 25% ROI in 2yr.
- Analyzed **technical objections and large volumes of sales data queries** for the product suite **using Power BI** and provided recommendations for Sales Pipeline Planning and revamping the Product Roadmap.
- Single handedly delivered highly targeted demonstrations and proof of concepts resulting in **11+ leads & converted 8+ deals generating worldwide revenue of ~4M**.

Associate Product Executive (Full-Time) – Infracore Technologies | Mumbai, India

October 2013 - February 2016

- Performed **primary market research among ~50 fintech products and 70+ Banks** to analyze customer retention and providing actionable insights to regional sales teams thereby increasing MRR by \$1.7M.
- Designed **10+ proof of concepts, 20+ Executive PowerPoint presentations** showcasing the value proposition, product market fit, solution architectures, pricing plan for **fintech products (Mobile Banking, ATM Solution, Core Banking Systems, App based UPI payments)** with deployment options like **SaaS or On premise** leading to onboarding of 9 commercial & 13 co-operative banks.
- Authored **PRDs, 28+RFP's, RFQ's (TCV ~\$48M)** for prospects across **20+ countries** by designing customized solutions with tight timelines
- Worked on **year-on-year Gartner and Forrester data** for Companies entire suite of solutions, helping in establishing the product place in the Gartner Magic Quadrant.

SKILLS

Product Management Skills: Product Strategy, Product Vision & Roadmap, Product Backlog Grooming/Prioritization, High Stake Negotiations, System Architecture, Data Flows, Cross-functional Collaboration, Design Thinking, Market Research, Data-Driven Decision Making, Building OKRs, Go-To-Market Strategies, Agile Practices (SCRUM), Requirements Gathering, User Stories, A/B Testing, Process Design and Re-engineering, UI&UX Design

Programming Languages and Technical Tools: Java (Basic), Python, SQL, Tableau, Power BI, Salesforce & Einstein Wave Analytics, JIRA, Microsoft Visio, Microsoft Project Management, Microsoft Excel, Microsoft Word, IBM Blueworks, Figma, Miro, Trello.

EDUCATION

Inclusive Product Management Fellow, Product Management Center at UW Seattle, US	January 2022 – March 2022
Santa Clara University, Leavey School of Business Santa Clara, CA	January 2021 – August 2022
Master of Science in Information Systems, Specialization: Product Management & Data Analytics	
Symbiosis International University Pune, SCIT India	June 2017 - March 2019
Master of Business Administration, Specialization: Technology Management	
University of Mumbai India	August 2009 – May 2013
Bachelor of Engineering, Specialization: Electronics	

ADDITIONAL INFORMATION

Recognitions:

- **2022WIP Scholarship** (50/500 applicants) to attend the Women in Product Conference US in 2021.
- **Above & Beyond Team Award** (2020) by VMware for exemplary performance by working in MSP team and timely delivery.
- Only Female Management Intern to receive a **full-time offer in 2019 from VMware** (extended to <4% of interns).

Publication:

- Research Paper on *'Delivering Value in Procurement with Robotic Cognitive Automation Services'* in IJRT,2018.

Certifications:

- Certified **'Scrum Product Owner'** by Scrum Alliance, **'Lean Six Sigma Green Belt'** certified by KPMG India.

Volunteering Experience:

- Promoted **'Diversity and Inclusion'** through training programs and events at Expedia 2022 – 2023.