

# SAURABH PITKAR

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## EXPERIENCE

### DELL TECHNOLOGIES

Austin, TX

#### **Principal Product Manager, Purchase Experience (Cart Quote Checkout)**

2021 – Present

- Architected next-gen experience vision and roadmap, leveraging configurable workflows and AI-based insights to support \$100B+ annual revenue generation, with 15% seller efficiency improvement (saving est. \$25M+ in costs).
- Drove development of repeat purchase model and automated alerts with data science, engineering, and sales, enabling \$6B+ repeat purchases to shift to self-serve motion, saving est. \$10M+/year in operational costs.
- Supervised 4 product teams to build platform architecture around large order transaction capability for data center and distributor customers and helped expand total addressable market (TAM) by \$8B.
- Built self-serve after-point-of-sale purchase flow for consumer and commercial users by gaining buy-in from 3 cross-functional teams, thereby increasing online adoption by 25% and annual revenue by \$150M.
- Improved buyer and seller experience for quote collaboration by enhancing ease-of-use, insights and findability of quotes, thereby improving CSAT by 4% and improving conversion rate by 6%.

#### **Senior Product Manager, Precision Workstations Computers, Client Product Group**

2019 – 2021

- Led product development from conception to launch (creating business case, PRD, value proposition, feature prioritization) and built go-to-market strategy to increase product revenue by \$100M (15%) in 1.5 years.
- Collaborated with sales, engineering, and operations, used customer feedback on new technology adoption to identify product architecture feature tradeoffs and secure \$90M+ in sales contracts.
- Led Product Net Promoter Score (NPS) initiative to integrate NPS score across Product, Engineering and Analytics to modernize research techniques, that identified \$250M+ TAM expansion opportunities across Precision BU.

### PORTER (SMARTSHIFT LOGISTICS SOLUTIONS PVT LTD, previously RESFEBER LABS PVT LTD)

Bengaluru, India

Sequoia Capital & Tiger Global VC funded tech unicorn with Uber-for-logistics 2-sided marketplace platform.

#### **Product Manager, CRM, Customer Loyalty and Driver Incentives**

2016 – 2017

- Built customer communications engine as automated modular product to launch loyalty program and integrate Salesforce Sales Cloud solution, improving customer retention by 15% in 3 months.
- Developed churn prediction supervised ML algorithm which led to redefining customer segments and organization wide OKRs for sales function with projected annual revenue growth of \$300K.

#### **General Manager and Senior Manager, Product Growth and Operations**

2015 – 2016

- Led 20-member team to grow customer share of wallet and double revenue to \$1.5M in 6 months.
- Convinced CEO to launch countrywide referral program to improve quality of partners that boosted supply of vehicles by 20%, leading to 15% month-on-month growth in 5 months.

### LIMETRAY (ALCHEMY WEB PVT LTD)

New Delhi, India

Matrix Partners VC funded tech start-up building CRM and software products for restaurants.

#### **Product Marketing Manager**

2014 – 2015

- Devised go-to-market strategy to start operations in 2 new cities worth \$900M and \$780M market potential by performing competitor analysis and grew sales to 200 daily orders in each city.

### MARUTI SUZUKI INDIA LIMITED

Gurugram, India

India's largest automobile manufacturer with ~50% share of \$20B Indian automotive market.

#### **Assistant Manager, Supply Chain Management**

2011 – 2014

- Negotiated strategic contracts with key suppliers to enhance capacity to meet 30% spike in demand, enabling production of 30K vehicles annually for an eventual \$27M additional revenue.

## EDUCATION

### DUKE UNIVERSITY, The Fuqua School of Business

Durham, NC

#### **Master of Business Administration**

May 2019

Merit-based scholarship recipient, Career Fellow, Concentrations: Strategy, Mgmt. Science & Tech Mgmt.

### INDIAN INSTITUTE OF TECHNOLOGY, BANARAS HINDU UNIVERSITY

Varanasi, India

#### **Bachelor of Technology in Mechanical Engineering**

May 2011

## ADDITIONAL INFORMATION

**Tools:** Power BI, SQL, Splunk, Figma, Adobe Analytics, Jira, Confluence. **Interests:** Hiking, automobiles.

**Extracurricular:** Launched welfare program to benefit 125+ families. Built an all-terrain vehicle and led design and development for a national competition under SAE-BAJA organization to participate and compete with 70+ teams.