SAURABH PITKAR

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EXPERIENCE

DELL TECHNOLOGIES   Austin, TX
Principal Product Manager, Purchase Experience Platform (Cart Quote Checkout Order)   2021 – Present
- Architected next-gen experience vision and roadmap, leveraging configurable workflow APIs 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 designed 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, 20+ engineers to build low-code marketplace platform for 3rd party eCommerce retailers and large-order transactions for ERP clients to expand Dell's 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, share APIs and findability of quotes, thereby improving CSAT by 4% and improving quote conversion rate by 6%.

Senior Product Manager, Precision Workstation 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, finance, 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.