

S D S VEDA SASTA

Product Manager

Targeting senior product leadership opportunities to define product vision, accelerate business growth, lead global product portfolios, and deliver measurable customer and business outcomes through data-driven decision-making, GenAI innovation, and customer-centric product strategy.

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PROFILE SUMMARY

- Product Management Leader with **15+ years** of experience in driving enterprise SaaS products, AI-powered solutions, and digital transformation programs across **Telecom, Energy, Mining, Manufacturing, Environmental Safety, and Technology domains**, delivering measurable business outcomes for global organizations.
- Proven expertise in defining **product vision**, developing multi-year product roadmaps, managing end-to-end product lifecycles, and aligning business strategy with customer needs to accelerate adoption, revenue growth, operational efficiency, and value realization.
- Successfully led **global cross-functional product organizations** comprising 50+ professionals across Product Management, Engineering, UX, Architecture, Data Analytics, and Business Functions while influencing executive stakeholders and steering strategic investment decisions.
- Delivered **enterprise-scale platforms** supporting multi-billion-dollar business operations, including Lead-to-Cash, Quote-to-Order, CPQ, Environmental Reporting, Incident Management, Safety, Compliance, and Digital Transformation ecosystems across international markets.
- Established **AI-driven product innovation frameworks**, leading ideation, business case development, experimentation, MVP delivery, A/B testing, and deployment of GenAI-powered capabilities that reduced manual effort, accelerated decision-making, and improved customer productivity.
- Strong track record of **driving product governance** through adoption metrics, customer satisfaction (CSAT), NPS, product analytics, value realization frameworks, and data-driven decision-making while ensuring enterprise-grade compliance, security, and scalability standards.

CORE COMPETENCIES

Product Vision & Strategy

Product Portfolio Management

AI Product Management & GenAI Innovation

Enterprise SaaS Platforms

Product Roadmapping & Prioritization

Product Discovery & Customer Research

Digital Transformation

Product Analytics & KPI Governance

Executive Stakeholder Management

SOFT SKILLS

- Strategic Leadership
- Executive Stakeholder Management
- Cross-Functional Collaboration
- Customer-Centric Decision Making
- Analytical Problem Solving

TECHNICAL SKILLS

- **Product Management & Collaboration:** Jira, Azure DevOps (VSTS), Confluence, Miro, Visio, Asana
- **Product Design & Prototyping:** Figma, Adobe XD, Balsamiq
- **Analytics & Reporting:** Google Analytics, Power BI, Tableau, Salesforce Analytics
- **Data & Technology:** SQL, SAP CRM, R Programming
- **Product Management Practices:** Product Discovery, A/B Testing, Design Thinking, Product Analytics, Product Roadmapping, KPI Governance, Agile Delivery

CERTIFICATIONS




- AI Product Manager Certification (Pursuing) – Microsoft
- Google Data Analytics Professional Certificate – Google
- Generative AI Leader Professional Certification – Google Cloud
- Product Management Certification – Aha!

CAREER TIMELINE



CAREER ACHIEVEMENTS

- Delivered next-generation CPQ capabilities that reduced quote cycle time by 20%, enabled faster sales execution, improved customer responsiveness, and enhanced commercial effectiveness.
- Led GenAI product strategy, ideation, business case development, and implementation of 16 AI-powered CPQ use cases, reduced manual effort by 80%, accelerating quote preparation, and significantly improving seller productivity across global sales teams.
- Directed enterprise product strategy and roadmap execution for business-critical Lead-to-Cash and Quote-to-Order platforms supporting approximately \$4B in quarterly sales opportunities, enabled scalable growth and digital sales transformation across global markets.

-  Established AI-led product innovation frameworks by identifying high-value business opportunities, developing investment cases, and drove stakeholder alignment, accelerating adoption of GenAI-powered capabilities across enterprise sales ecosystems.
-  Successfully ensured uninterrupted business continuity and operational resilience of mission-critical environmental reporting platforms during high-risk operational periods, safeguarding compliance, reporting accuracy, and business performance.
-  Instituted KPI-driven product governance frameworks leveraging adoption metrics, NPS, CSAT, customer feedback, and value-realization measurements to strengthen product performance visibility, executive decision-making, and long-term business outcomes.

WORK EXPERIENCE

Aug 2022 – Present:
Nokia Solutions & Networks Pvt. Ltd.,
Bengaluru

Product Manager

- Driving product vision, strategic roadmap execution, value realization, and business outcomes for enterprise Lead-to-Cash (L2C) and Quote-to-Order (Q2O) platforms supporting approximately \$4B in quarterly sales opportunities across Nordic and Americas markets.
- Leading a cross-functional product organization comprising 50 professionals (8 direct and 42 indirect reports) across Product Management, Engineering, UX, Architecture, Security, and Business functions to deliver scalable enterprise SaaS solutions aligned with organizational growth objectives.
- Spearheading customer discovery, stakeholder workshops, market assessments, competitive benchmarking, and product prioritization initiatives to identify high-impact opportunities and define investment strategies that maximize customer and business value.
- Orchestrating end-to-end product lifecycle management, including product strategy formulation, roadmap planning, MVP definition, backlog governance, A/B testing, adoption management, and KPI-driven decision-making utilizing NPS, CSAT, adoption, and time-to-value metrics.
- Collaborating with global business leaders, sales organizations, engineering teams, and governance stakeholders to ensure enterprise platforms adhere to GDPR, SOC2, cybersecurity, and compliance requirements while supporting large-scale digital transformation initiatives.

Dec 2016 – Aug 2022:
Shell India Markets Pvt. Ltd.,
Bengaluru

Associate Product Manager

- Orchestrated the global rollout of Sphera Cloud across enterprise operations, delivering approximately \$15M in measurable business value while advancing Shell's global HSSE digital transformation agenda.
- Enhanced operational efficiency of the Shell Environmental Reporting System (SERS) by 80% through automation-led process redesign, workflow optimization, and reporting modernization initiatives.
- Spearheaded the development and launch of the HSSE Event Management Hub across web and mobile platforms, strengthening safety visibility, incident management effectiveness, and workforce engagement across global user communities.
- Applied Human-Centered Design principles to drive product discovery, customer research, MVP development, Proof of Concept initiatives, and continuous feedback programs that strengthened user adoption, engagement, and product satisfaction.

PREVIOUS EXPERIENCE

Feb 2014 – Nov 2016: Accenture Services Pvt. Ltd. | Business Analyst
Clients: Rio Tinto Group | Vedanta Resources | Budweiser | AAA

Sep 2010 – Feb 2014: Consentech Pvt. Ltd. | Software Engineer
Client: Eastman Kodak Company

AWARDS & RECOGNITION

- Nokia S&T Spark Award (2024)
- Recognition from Shell VP CIO for successful global Sphera Cloud transformation delivery
- Recognition from Shell SVP CIO for customer-centric product innovation and safety platform adoption initiatives

ACADEMIC DETAILS

- **2011:** M.Sc. Biochemistry Jawaharlal Nehru Technological University (JNTU), Anantapur
- **2009:** B.Sc. Bio-Chemistry from Osmania University, Hyderabad

PERSONAL DETAILS

Date of Birth: 15th April 1989 | **Languages Known:** English, Hindi, Telugu | **Address:** Hyderabad, India