

Bharath Surendran

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Product Manager experienced in E-commerce, SDLC and SaaS products with a proven record of delivering in fast-paced environments. Passionate about user-centered design that creates an impact on humans and businesses backed by data.

Excels at using design and engineering expertise to develop collaborative, empathetic, and high-performing teams.

EDUCATION

Master of Business Administration - MBA (Majors in Strategy & Minors in IT) from IIM Rohtak - 2018 (First Class)

Bachelor of Engineering in Electronics & Communications from Anna University - 2013 (First Class)

SKILLS

Management tools: Click-up, JIRA, Notion, Trello, MS Office 365, Aha, Confluence, Scrum, Agile, SharePoint

Design Tools: Miro, Figma, Photoshop, Premiere Pro, Illustrator, Draw.io

Analytics Tools: PowerBI, Google Analytics, Mongo Charts, Pendo, PowerQuery, Excel

Technical Tools: Java, SQL, MongoDB, Google Cloud, Kubernetes, DevOps, Git, Zapier, APIs, Microservices

Certifications: CSPO, Pragmatic Certified Product Manager, Google Certified Associate Cloud Engineer, UX design by Google

ACHIEVEMENTS

- Top performer of the team for 2 out of 3 consecutive years at Cognizant.
- Received Pinnacle award for creating the best performing team in Accenture.
- Promoted Accenture Advanced computing business competitions as Campus Ambassador for multiple public events.

WORK EXPERIENCE

STEALTH START-UP | CO-FOUNDER (PRODUCT)

(March 2023 – Present)

- Creating an easy-to-onboard and scale suite of digital marketing and sales funnels for SMBs focusing on data.
- Leveraging analytic tools to build to rich analytics experience to reach narrower focus groups using ad medias.

HIGHLEVEL | PRODUCT MANAGER (Websites, CRM and Payments)

(April 2022 – December 2022)

Product manager for digital marketing platforms used by companies and agencies. Led an Agile team of 11 and worked cross-functionally with an extended team of 50+. Designed with Miro, Figma, ClickUp and monitored health with Pendo and Mongo.

- **Worked cross-functionally (Engineering, UX, Marketing)** delivering 50+ features bi-weekly, building and reiterating roadmaps.
- Spearheaded e-commerce and marketplace development strategy to replace Shopify raising revenue by 23%.
- **Created GPT-3 AI based marketing content generation** feature using APIs for social media posts and blog creation.
- Increased direct revenue by 23% by **introducing coupons and discount options with a custom invoicing feature**.
- Collaborated with other product teams to improve **SMS and email marketing capabilities** based on events, and triggers.
- **Co-created first-in-market offerings with the CTO** to improve conversion rate by 20% reducing technical complexities.
- Analyzed 5 years of MongoDB data to coordinate launches with marketing team, improving user adoption by 12% QoQ.

123STORES e-COMMERCE INC. | PRODUCT MANAGER (E-commerce)

(November 2021 – April 2022)

Product Manager for a supply chain platform built using PHP and SQL handling \$1M+ transactions a week. Worked as an individual contributor toward scaling up the platform, identifying process improvements and best practices.

- Mapped complex business and technical workflows of ERP systems using SQL and Excel, uncovering defects and gaps.
- Implemented **PowerBI reporting using SQL and APIs** to create 30+ reports to identify areas to improve and sunset.
- Improved legacy organization's team collaboration to scale up and adapt to Agile frameworks as a scrum practitioner.

ACCENTURE TECHNOLOGIES | PRODUCT MANAGER (SDLC Platform, SaaS)

(May 2018 – November 2021)

Product Manager for designing, building and delivering developer facing B2B SaaS platforms as a **multi-tenancy cloud application**. Built integration capabilities with different security tools, PowerBI and DevOps tools, created custom features to merge with existing client systems and processes. Led an agile team of 14 and worked with an extended team of 40+.

- Analyzed the security ecosystems, competitors and user requirements to guide leadership on product vision & ROI.
- Launched Enterprise Developer SaaS platform from 0 to 1 in 18 months through MVP, prototyping, measuring, and iterations.
- **Created and trained a reporting team** of 8 to create 18 standard reports and custom **dashboarding capability using powerBI**.
- Integrated with 4 Enterprise Client DevOps systems, 5 different 3rd party tools using REST APIs, driving revenue up by 60%
- **Worked closely with engineers and architects** to determine the optimal roadmap iteration reducing time-to-market by 18%.

COGNIZANT TECHNOLOGIES | PROGRAMMER ANALYST

(September 2013 – May 2016)

Web application developer for a retail client on multiple Agile projects throughout the SDLC stages. Built applications using Java, SQL, Spring boot and Hibernate to create enterprise systems.

- Developed key components of 10+ applications for enterprise collaboration and documentation using **Java and SQL**.
- Collaborated with DB, UI, Reports, and Ops teams, resolving roadblocks and ensuring smooth progress and delivery.