

# Vangal Srinath Santhanam

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## WORK EXPERIENCE

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### PM Fellow | Product Management Course

Sep '22 - Jan '23

Upraised | Bangalore, India

- **PRD** - Hotstar - Increasing Mobile Plan **Subscription Renewal Rate** in Disney+Hotstar by increasing user experience value and user willingness to pay ([PRD Link](#)) | **Product Observations** - [Link](#)

### Product Manager - Consumer Laptops | B2C

Nov '21 - Jun '23

Dell Technologies | Bengaluru, India

- **Managed P&L**, market share, and product life cycle of Non Gaming Consumer Laptops in the country
- **Led assortment** across different Route to Markets - General Trade, Retail, E-commerce, Dell.com and achieved **75% market coverage**
- Championed smooth transition between new and old platforms (end of life - **EOL Management**) with estimated **savings of \$700K**
- Initiated and executed **go-to-market** strategy for new product platform launches in collaboration with Marketing team
- Collaborated with Global Product Group across the US and China to develop, refine and implement the **Product Roadmap** catering to local user needs
- Additional Activities: Demand Supply Management, Competitive Analysis, Product Collaterals, Pricing, Stakeholder Management

### Product Manager – Commercial Laptops | B2B

Oct '16 - Oct '21

Dell Technologies | Bengaluru, India

- Achieved a remarkable **28% CAGR** in Commercial Laptops units from 2018 Q3 to 2020 Q3
- Attained an impressive **25% market share** in the 2 in 1 Notebooks within just 2 years of product inception
- Successfully expanded the **customer buyer base by 10%** in an year through effective acquisition strategies
- Secured the **#1 Share position** in the High Price Band Laptops(>\$1,100) for 7 quarters in a row
- Demonstrated expertise in influencing large deals (> \$1M) by strategically positioning products & identifying **key value propositions**
- Additional Activities : Sales Enablement , Sales guides, Customer Presentations and Cross-functional collaboration

### Pre-Sales Consultant

Jun '15 - Sep '16

HCL Technologies | Chennai, India

- Orchestrated **Business development through Pre-Sales** with opportunity size of **\$100 Million** for semiconductor and semiconductor equipment clients across US, EMEA and APAC

### Co-founder

Jun '15 - Aug '16

Hungry Qbicle | Chennai, India

- **Co-Founded** a Consumer Internet Food Aggregator SaaS Startup, successfully serving 2 food courts in IT Parks
- Achieved a **Gross Merchandise Value** (GMV) of Rs 60000 through 512 orders, collaborating with over 20 restaurants

### Senior Software Engineer

Aug '10 - Sep '13

Samsung Electronics | Bengaluru, India

- Designed and implemented **firmware** for the semiconductor division's flagship storage product, Universal Flash Storage (UFS) 2.0 memory card

## EDUCATION

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### Master of Business Administration (MBA)

Jul '13 - Apr '15

Indian Institute of Management | Shillong, India

### Bachelor of Engineering (B.E) | Electronics and Communication

Aug '06 - May '10

PSG College of Technology | Coimbatore, India

## TECHNICAL SKILLS AND CERTIFICATIONS

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**Core Competencies:** [Product Management](#), Go To Market, Root Cause Analysis, Product Marketing

**Software Tools:** Advanced Excel, Wireframing, SQL, Basic Power BI, Basic Figma , Mixpanel