

AKASH SURESH

San Francisco Bay Area / San Jose - 510-565-4294 - akash1suresh@gmail.com - <http://www.linkedin.com/in/akashsuresh>

Product Management Leader

Entrepreneurial-minded product management professional with experience in driving product vision and strategy, utilizing consumer and market research, directing product development, and exceeding expectations at Fortune 100 and consumer technology companies. Demonstrated leadership in challenging situations through visionary thinking, hands-on execution, and excellent interpersonal communication skills. Creative and analytical with a persistent attitude on delivering exceptional results.

- **Consumer Driven:** Motivated by developing and launching products and solutions based on a people-centric approach that drives consumer value, exceeds user expectations, and ultimately, delights user experience.
- **Innovative Leadership:** Visionary with big ideas and the ability to identify unique and incremental opportunities. Also known for thinking outside of the box and envisioning the future while inspiring others to jump on board.
- **Data-driven Decisions:** Determined to utilize data to derive insights and make decisions based on fact versus intuition, ultimately increasing the possibility of success and enhancing user experience and/or user satisfaction.

PROFESSIONAL EXPERIENCE

Manager, Global Product Management

07/2016 - Present

Belkin – Los Angeles, CA

Responsible for directing global product vision, defining product strategy, and developing product roadmap that meets both consumer needs and business goals. Managed entire product lifecycle from concept to tactical execution, go-to-market (GTM) strategy, and post-launch activities. Led cross-functional teams including product development, engineering, supply chain, finance, marketing, and sales teams to successfully develop and launch a category of 30+ products every year on a global scale. Held P&L accountability and overall business plans to ensure continued growth and profitability. Managed team of 1 Asst. PM

Impact: Delivered 158% topline growth year-over-year and consistently exceeded business growth plans and expectations.

- Spearheaded the development and global launch of the next-gen flagship product (*version 2.0*) **3 months earlier than scheduled** by overseeing every phase of the product development process and ensuring successful progression and completion of project.
- **Increased market share by 10%** in the US and **tripled** product placement globally by researching, analyzing, and monitoring competitive landscape for potential gaps and opportunities. **Generated more than \$1M in incremental revenue** by developing and launching customized and region specific products. Constantly looked at unique ways to achieve growth and revenue.
- **Slashed product development timelines and cross-functional workload by 66%** after decreasing total number of global SKUs through refocusing and revamping product assortment strategy. Likelihood of inventory at-risk of excess declined overtime.
- **Contributed 15% cost savings** to the overall category by reassessing, coordinating, and applying SKU optimization efforts and reengineering product elements while maintaining product quality and largely improving user out-of-box experience. (OOBE)
- Managed a multitude of complex projects, NPIs, and highly visible business initiatives by **prioritizing and multitasking** in a fast-paced and deadline-driven environment. Identified roadblocks and conceptualized effective solutions that led to timely execution.
- **Improved time-to-market and product launch efforts** by continuously assessing critical market / user requirements and making tough decisions while balancing business objectives, product functionality, must-have features, and speed to market.

Product Marketing Manager

01/2014 - 01/2016

HP - San Diego, CA

Defined and executed growth plans for new and innovative e-commerce printing solution to accomplish the overall business objective of driving growth in consumer printing *at home*. Responsible for creating and managing product direction, defining product ideas, and working with the design and technical teams to prioritize, develop, and launch/update in a timely manner.

- Created and communicated product goals/ideas and collaborated with the Product Owner (PO) to translate them into features and requirements roadmap including prioritizing them within an agile/scrum software development environment.
- Conceptualized a product plan for mobile-friendly site version after reviewing and analyzing user actions and user feedback. **Grew mobile site traffic by 40%** due to the shift in consumer behavior and mobile version accounted for 36% of overall revenue.
- **Boosted site traffic by 40% and increased conversion by 30%** with a click-through rate (CTR) figure that exceeded industry average. Coordinated referral and social media marketing programs to spur growth and attract new user base to the brand.
- **Improved website conversions through the funnel from initial visit to purchase by 20%** largely through planning, prioritizing, and managing effective and actionable tests including A/B testing, multivariate testing, and consumer usability testing.
- **Increased brand's Net Promoter Score (NPS) by 30% and grew customer satisfaction rate by 25%.** Received positive customer feedback largely due to the focus on the website's User Interface (UI), User Experience (UX), and other design elements.

Account Executive

04/2012 - 10/2013

Aetna - *Fresno, CA*

Accountable for acquisition, retention, and maximizing sales growth of Aetna's group health benefits portfolio for small businesses. Worked closely with small business owners and oversaw the entire sales lifecycle to ensure successful outcomes.

- **Delivered over 2X of overall objectives and metrics** set each month/quarter and regularly exceeded management expectations.
- **Achieved 60% increase** in YOY (year over year) performance and pioneered a sales strategy that was used as a paradigm to new employees. Constantly requested by management to train and mentor other team members.
- **Earned 5 awards** and attained top ranking in all performance metrics consistently. Recognized as one of the top contributors of the year for outstanding performance and received a silver nomination for the yearly Aetna Way Excellence Awards (AWEA).

Marketing Intern

06/2011 - 08/2011

IT Retail - *Riverside, CA*

Created and implemented a marketing strategy including social media, advertising, and inbound marketing activities to improve company's web presence. Led a team collaboration effort to define and drive plan of increasing customer acquisition figures.

- **Delivered 215% boost in unique site visits** through development and implementation of website acquisition strategy including pay-per-click (PPC), search engine optimization (SEO), and other marketing software tools.
- **Accelerated webpage presence to page 1** on major search engines by formulating and applying website growth strategy.
- **Increased social media followers by 2x** through a focus on relevant content, community engagement and providing support.

EDUCATION

UNIVERSITY OF CALIFORNIA, RIVERSIDE

Bachelor of Science in Business Administration – 2011

Dean's Honor List - 2011

Fluent in 5 languages- English, Hindi, Marathi, Punjabi, and Kannada
