Sourav Nandy

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SUMMARY

An entrepreneurial and empathetic individual with several years of software product delivery and business management expertise. I like to see the larger picture of things, act passionately to help others succeed, love to listen to diverse opinions, make decisions boldly, and operate with honesty and integrity. I would deem myself successful if I am able to put a smile on a fellow human's face.

EXPERIENCE

WAHEZ (wahez.com)   Austin, Texas
Co-Founder & Chief Product Officer   Mar 2016 – Present

- **Drove web/mobile product vision,** requirements, and delivered **Minimally Shippable Product in 10 months.**
- **Reached out to about 3000 teachers on LinkedIn** and **brought 55 teachers** on board the platform.
- **Conducted market research, feature prioritization, user story creation, and financial modeling** for venture.
- **Managed stakeholders** and **defined go-to-market strategy** for product proliferation.
- **Hired remote development team of 8 members** and ran operations in an Agile Scrum framework using Trello.
- **Initiated Beta pilots for 2 potential partners** and **quickly adapted to their needs** in the run-up to launch.

ORGANIPONIC INC. (facebook.com/OrganiponicSystem)   Austin, Texas
Business Intelligence Analyst   Oct 2016 – Present

- **Employed A/B testing and direct email marketing techniques** to improve subscriptions to newsletters and increase **email conversions by 2900% from 20 to over 600**.
- Created and managed subscriber lists and engaged both content and paid marketing techniques to **boost Twitter traffic by 8X from 250 to more than 2000 followers in 2 months**.
- **Used fundraising techniques** to **raise 35%** of the required funds through crowdfunding.
- **Engaged with external PR agencies** to define, refine, and deliver blog content for publishing in social media outlets through influencer marketing and **increased followers on Facebook by 220% (from 250 to over 800)**.
- **Integrated MailChimp** capabilities to drive quality **leads of over 1800 in a month** to target segments**.**

CENTER FOR TRANSPORTATION RESEARCH, UT AUSTIN (ctr.utexas.edu)   Austin, Texas
Research Engineer/Scientist Assistant   Jun 2016 – Aug 2016
Graduate Research Assistant   Feb 2016 – May 2016

- **Migrated large data set framework of 128 Terabytes** from Geographic Information System (GIS) to Linux for faster program analysis and **provided 5 different metrics for congestion alleviation.**
- **Developed software** to read and analyze data in large files of the order of **3 GB in 2-3 minutes**.

ABSTRACT ENGINEERING, LLC   (showerstream.net)   Austin, Texas
Business Strategist   Jul 2016 – Oct 2016

- **Generated 5 leads in the hotel industry** in Austin as potential pilot partners.
- **Demoed the product in expos** such as American Hotel and Lodging Association (AHLA) to generate customer interest and **obtained 30 new leads**.
- **Performed email marketing** to over **100 potential leads** and outbound marketing including **interviews with over 50 people**.
- **Built 3 new investor connections** through LinkedIn and other platforms**.**

ZIA EXHIBITS, LLC (ziaphotomapper.com)   Austin, Texas
Business Development Consultant   May 2016 – Sep 2016

- **Developed a go-to-market strategy** for the startup creating web-based 'Do it Yourself' exhibits for legal professionals, students, and small business owners.
- **Conducted an online survey** and analyzed key metrics from around **150 responses through Qualtrics**.
- Initiated around **100 conversations in person and over phone**.
- Prepared a report projecting development and marketing costs, and **revenue projections in 1 month**.

GENXCOMM (genxcomm.com)   Austin, Texas
Business Development Consultant   Aug 2015 – May 2016

- Initiated efforts that led to signing of **2 Letters of Intent with potential partners**.
- **Conducted business development** and engaged **5 potential channel partners**.
- **Created the Business Plan** and **Operational Launch Plan** for the startup.
- **Promoted the technology in various conferences/events** such as RAN 2016 and Small Cell Americas 2015.
- **Pitched in multiple business plan competitions** and won 2nd prize in Georgia Tech Business Plan Competition.

SYNOPSYS (synopsys.com)
R&D Engineer, Staff

Noida, India
Apr 2012 – May 2015

- **Applied heuristic based algorithms with machine learning ideas** to improve predictability of results by 10%.
- **Led a team of 4 engineers and collaborated with 10 members** across multiple teams in the USA, Netherlands, and China to formulate technical solutions for novel products and **preserve 40% of market share**.
- **Architected leakage and dynamic power analysis engines** in next generation Place and Route tool from scratch to **obtain 25% overall improvement in results** on benchmark test suite.

MAGMA DESIGN AUTOMATION (synopsys.com)
Senior Manager, Product Development
Member of Consulting Staff

Noida, India
Apr 2010 – Mar 2012
Nov 2007 – Mar 2010

- **Collaborated with teams in the USA** to smoothly deliver a power flow and **earn a $100K deal with Sandforce**.
- **Reduced memory usage by 20X** in power engine by **revamping code in 3 weeks** for Texas Instruments.
- **Delivered technical solutions** for customer chip tapeouts under strict timelines to **top 5 customers**.
- **Provided competitive advantage** by integrating both UPF and CPF flows in the low power analysis engine.
- **Created an innovative power model** for NEC's electromigration flow analysis.

CADENCE DESIGN SYSTEMS (cadence.com)
Member of Consulting Staff
Senior Member of Technical Staff
Member of Technical Staff
Software Engineer

Noida, India
Apr 2006 – Oct 2007
Aug 2004 – Mar 2006
Nov 2000 – Jul 2004
Jun 1999 – Oct 2000

- **Invented a new cell selection algorithm** for mutli-vt optimization in RTL Compiler **to increase the product's market share from 10% to 21%**.
- **Led IP component migration** from Ireland to India and **maintained $1M revenue**.
- **Managed key feature development** in logic simulator Verilog-XL and **retained revenues at $10M**.
- **Invented innovative compile time reduction technology** in Ambit BuildGates to **achieve 2X benefit**.
- **Started and ran a special interest group (SIG)** on data structures and algorithms for a year and **achieved participation rate of 20%** of the employees in the company.
- **First in company to port** a fault simulator Verifault-XL to a **64-bit platform**.

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN, MCCOMBS SCHOOL OF BUSINESS
Master of Science in Technology Commercialization (GPA: 3.8)

Austin, Texas
Apr 2015 – May 2016

JADAVPUR UNIVERSITY
Bachelor of Engineering in Computer Science (GPA: 3.6)

Kolkata, India
Jun 1995 – May 1999

PATENTS

USPTO Patent 20090013315: Method and Apparatus for Restructuring a Software Program Hierarchy, Issued Jan 8, 2009
USPTO Patent 20080189662: Selection of Cells from a Multiple Threshold Voltage Cell Library for Optimized Mapping to a Multi-VT Circuit, Issued Aug 7, 2008
Arrangements for an Educational Service Portal (Patent Pending, Application 15841847 filed on Dec 14, 2017)

AWARDS

Georgia Tech Business Plan Competition (Feb 2016): **2nd Prize Winner**. Pitched a disruptive full duplex wireless communication solution developed at UT Austin
6 Excellence in Execution (both team and individual) awards in Cadence and 1 Leadership Management award in Synopsys

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CERTIFICATIONS

CSM, CSPO, Marketing Research Associate, Marketing Strategy Associate, Inbound Marketing & Sales (Visit https://bit.ly/2zb0Rc2 to see the license numbers and details of all certificates)

ADDITIONAL

Tools: C, C++, TCL, Python, Tableau, HTML, CSS, JavaScript, SQL
Languages: English (Fluent), Bengali (Native), Hindi (Fluent)
Competitive Test Scores: GMAT – 700, TOEFL – 113
Work Eligibility: On H1B Visa till September, 2020 (can be extended till 2023)