

SHARDUL MEHTA

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SENIOR PRODUCT MANAGEMENT & MARKETING LEADER

Strategic planning, management and execution of products for growth oriented businesses

Highly accomplished, results-driven leader with broad B2C and B2B experience, and a passionate advocate for delivering superior customer experiences. Talented strategic thinker, adept at combining business intelligence with technology experience to develop winning business solutions. Strong track record of constructing and executing product strategy for both start-ups and large enterprises. Proven ability to implement and manage new initiatives from conception to launch with close attention to budgets, time frames, quality and specifications. Demonstrated success at leading large cross-functional teams to deliver world-class products. Self-starter with entrepreneurial attitude to get the job done. Core strengths include:

- Business Planning
- Product Definition
- Product Roadmap & Strategy
- Product Launch & Commercialization
- Product Positioning & Messaging
- Product Lifecycle Management
- Sales Support & Enablement
- Strategic Alliances & Partnerships
- Strong Communication Skills

Major Accomplishments

- Architect of first ever service and warranty management consumer web portal, delivered to major electronics and mass market retailers, generating a combined business benefit of over \$300 million via revenue creation, new business development, client contract renewals, and cost reductions.
- Defined TechAide, an online destination for consumers to purchase product repair services utilizing NEW's premier service network – a \$100 million growth area for NEW, delivering \$5 million in its first year.
- Led delivery of a comprehensive technical support web site for Walmart that has achieved a 96% customer satisfaction rating, 300% increase in traffic, and 200% increase in monthly registrations since launch.
- Delivered \$19 million in revenue, exceeding sales forecast by 220%, through creation and launch of a “game changing” customer experience for a mature product that had been suffering from slowing sales growth.
- Instrumental in launching NEW Wireless, precursor to the current Best Buy Mobile program, generating \$1.3 million in its first year.
- Led the launch of critical Vovici Feedback Intelligence (Survey Data Analysis SaaS product) within six weeks of hire, delivering \$0.5 million in its first quarter alone.
- Grew InfoQuest Systems' revenues by \$3 million through launch of next generation of flagship product, and successful development and launch of a brand new product line that increased the total customer base by 10%.

Professional Experience

Senior Manager, Product Management, Emerging Products

N.E.W. Customer Service Companies, Inc. – Sterling, VA

2005 – Present

Spearheading product initiatives for \$500 million global provider of consumer product service solutions, with special focus on emerging technologies, particularly in the web and mobile space.

Product definition, strategy, business planning, development, and market commercialization. Owner of NEW's consumer web properties, driving business and web strategy, budget, development and roadmap. Ardent champion of delivering world-class customer experiences. Lead complex cross-functional teams in new product development,

crafting MRDs and PRDs, and driving go-to-market efforts. Support sales and marketing efforts to drive product adoption and new business growth. Adoption and institution of best practices into formal frameworks and methodologies to enhance the efficiency and effectiveness of the product management process at the company, and advance the quality of its products and solutions. Direct and mentor product management staff, leading department to unparalleled success in the company.

Senior Product Manager

Vovici Corporation – Sterling, VA

September 2008 – October 2008

Total product ownership for the pioneer in enterprise feedback management and survey data analysis SaaS products.

Managed full product lifecycle from strategic planning to development and commercialization, authored business case, defined market and product requirements, determined positioning, messaging and pricing, and drove go-to-market launch plans. Served as product evangelist internally and externally, supported sales efforts, and worked with marketing communications to deliver marketing collateral.

Successfully drove development and company-wide commercialization of Feedback Intelligence: On arrival, discovered project delivery was at high risk. Immediately took over management of cross-functional development team, and put together and drove market launch plan. Efforts resulted in project getting back on track and successful delivery of product to a major client.

Director, Product Management & Product Marketing

InfoQuest Systems, Inc. – Newark, DE

2001 – 2005

Led product management and marketing for provider of healthcare information systems and IT services.

Responsible for developing and launching new products, managing product portfolio, and executing product strategy. Developed and led commercialization and marketing plans.

Director, Product Development

WebDocOffice – Newark, DE

2000 – 2001

Co-founder of this Web-based healthcare information solution start-up.

Complete responsibility for new product development and strategy. Prepared business plan to seek more than \$4.5 million in venture capital funding, and successfully raised initial seed money for product development effort. Determined build-buy-partner decision, and drove international development effort across the U.S. and India, saving 50% of development costs through an offshore outsourcing partner.

Early career includes positions at First USA Bank, USWeb/CKS and Honeywell.

Education

MBA, Carnegie Mellon University

Bachelor of Science, Computer and Information Sciences, University of Delaware

Awards and Honors

- Excellence in Entrepreneurship Award from the Donald H. Jones Center for Entrepreneurship, one of the top five entrepreneurship schools in the country.
- Winner in Phase I of the 'EnterPrize Business Plan Competition.' Finalist in Phase III.