

Anand Chandrasekaran

Product Management & Strategy | www.anand.biz

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Technical and multi-disciplinary product manager experienced in driving vision and product strategy for accelerated delivery, engaging customer experiences, positive outcomes, and meaningful investment of resources.

- Market Research
- Customer Discovery
- UI / UX Design
- Design Sprints
- A/B Testing
- Funnel Analysis
- Roadmap Prioritization
- Product Strategy
- Stakeholder Management
- Cross-Functional Leadership
- Conversion Optimization
- Retention Marketing
- Web & Mobile App Development
- HTML / CSS
- Javascript
- PHP
- SQL
- AWS

Product Management & Growth

Hayward Score

Apr 2018 – Apr 2020

San Francisco, CA

Hayward Score offers an assessment and personalized health impact report which analyzes homes and identifies construction and behavior issues that affect indoor air quality and wellness as well as recommendations to fix problems.

- Helped lead an updated vision and plan for a new Minimum Viable Product and engagement strategy.
- Conducted customer and market research including focus groups, one-on-one interviews, and surveys.
- Identified solutions and testable hypotheses.
- Helped design UI/UX through journey maps, wireframes, and usability tests.
- Collaborated with cross-functional teams to create product requirements and user stories.
- Worked with data science to recalibrate the scoring algorithm and identify machine learning solutions.
- Collaborated with subject matter experts to build and fine tune a recommendation engine.
- Developed, communicated, and prioritized initial product roadmap.
- Redesigned and optimized landing pages and conversion pages through a series of experiments which decreased paid advertising cost per conversion from \$17.46 to \$7.68.
- Optimized and improved funnel conversions by over 40% through targeted testing and updated behavior tracking.
- Set up various analytics and behavior tracking tools to measure digital marketing and content effectiveness.
- Implemented SEO and content development plans which improved conversions via organic search by over 151%.
- Built all drip marketing automation workflows, triggers, attribution, and content sequences.
- Created and tuned user segmentations along with optimized engagement emails to improve open rate by over 17%, click rate by over 10%, and increased return website visits by 43%.

Consultant - Product Development & Management

Self Employed

Jun 2009 - Mar 2018

Walnut Creek, CA

I worked with early stage companies on their digital product and growth strategy. I help set product vision and prioritization toward achieving product/market fit. I was responsible for the roadmap, KPIs, delivery, and overall product management of both MVP and established products.

- Responsible for customer and market research efforts toward problem identification and solution definition.
- Help lead UI/UX direction and design sprints.
- Manage A/B testing schedule for product/market fit and KPI optimization.
- Manage roadmap prioritization, delivery timelines, resources, and budgetary planning including project staffing.
- Organize input and communication across senior management, stakeholders, key partners, and customers.

- Write product requirements and user stories.
- Contribute to technical product direction.
- Assist in digital marketing strategy and user acquisition planning.

Product Development

HRAnswerLink / Mammoth HR

Jul 2009 - Feb 2013

Pleasanton, CA

HRAnswerlink was a Human Resources SaaS company focused on the SMB market. HRAnswerlink was subsequently rebranded as Mammoth HR.

- Led the design and development efforts of the company's first SaaS product using Ruby on Rails and AWS.
- Managed and prioritized feature requests, stakeholder input, and customer feedback.
- Managed and owned the technical architecture, feature development process, and product release schedule.
- Helped grow the product to over 900,000 registered users.

Technical Product Manager

EMC Corporation

Sep 2005 - Jun 2009

Pleasanton, California

- Led the redesign and v2 release of a SaaS asset management product used to allocate, manage, performance monitor, and track hardware assets such as servers and storage across an enterprise organization.
- Planned and managed customer interviews, stakeholder review, requirements gathering, feature & business rule definition, wireframes, UI/UX design, usability testing, technical architecture, development, testing, and launch.
- Over \$1 million per year was saved on capital expenditures upon internally piloting the application.

Senior Web Developer

EMC Corporation

Jan 2004 - Sep 2005

Pleasanton, California

EMC Corporation was a Fortune 500 enterprise information technology hardware and software company.

- Lead developer and technical content architect for EMC's Enterprise Content Division brand websites.
- Led a team of 5 developers in supporting marketing and lead generation activities.
- Managed all technical processes from coding assignments to code review and deployment schedules.

Web Developer

Documentum, Inc.

Jun 2000 - Dec 2003

Pleasanton, California

Documentum was an enterprise content management software company. It was acquired by EMC, Corp.

- Part of the initial team that developed www.documentum.com for online marketing and lead generation. The US version of www.documentum.com had over 1000 pages of content and over 30,000 weekly unique visitors.
- Developed features to support marketing and lead generation initiatives such as email campaigns, engagement & ROI tracking, live/recorded event management, gated content, trial software use, and CRM integrations.

Computer Engineering

University of California

Davis, California

1995-2000