# <u>VADIRAJ KATTI</u>

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RingCentral

Nov 2019 – Present San Francisco, CA

Built AI strategy for a B2B Omnichannel SaaS product that generates \$15M+ annual recurring revenue. Drove product led growth strategy and execution for Digital CX products, achieving 50%+ revenue growth.

- Al Strategy and Execution: Spearheaded the development and launch of a multi-year omnichannel Al strategy and go-to-market plan, introducing new Al products that generated >\$6M ARR within 12 months and achieved a 60%+ attach rate.
- Strategic Business Growth: Built comprehensive partner strategy for the Digital CX business, elevating revenues from \$11M to \$18M+ and achieving a notable CAGR of over 10% amidst a fiercely competitive landscape.
- **Global Leadership:** Spearheaded the establishment of RingCentral's first product management practice in Paris, expanding the product team to a global team of 7 and fostering a culture of innovation that resulted in 3 patent filings.
- Cross Functional Leadership: Led a cross functional global team of over 30 spread to improve RingCentral's competitive positioning through new pricing tiers and implementation packages, bringing down cost to customers by 50%.

Sparkcentral Mar 2018 – Nov 2019

## **Senior Product Manager**

Director

San Francisco, CA

Led product innovation and partner strategy for a Messaging B2B SaaS startup, culminating in acquisition by Hootsuite.

- Strategic Partnership & Growth: Built strategic alliances and spearheaded the integration of WhatsApp Business API leading to a 300% increase in marketing pipeline.
- **Product Innovation:** Led the ideation and execution of innovative features (specifically cross-channel conversation history and no-code microbot framework) that led to Sparkcentral's recognition as a leading vendor in Digital CX by Gartner in 2019.
- **Customer Retention and Delight:** Led cross-functional team to reduce churn to less than 10% by engaging with top 10 customers, establishing a customer advocacy board, built roadmaps and developed features to address pain points.
- Process improvement and Efficiency: Collaborated with Engineering leadership to establish monthly planning cycles and comprehensive business requirement documentation, resulting in a 100% increase in throughput.

Financial Engines Dec 2014 – Jan 2018

### **Senior Consumer Product Manager**

San Francisco, CA

Owned both B2C and B2B product portfolio with a focus on customer experience, retention and API strategy.

- **0 to 1 products:** Led strategy and execution for new College planner product which bought additional \$15M in Assets Under Management.
- **Next-Gen Reporting Platform:** Led the creation of a cutting-edge reporting platform, instrumental in saving \$8M in fee negotiations and garnering company-wide recognition.
- Revenue Optimization: Led strategy, cross functional alignment and execution for email nurture projects that increased customer engagement by more than 200%, improved sign up flow and generated over \$70M in Assets Under Management.

Fidelity Investments

June 2012 – Dec 2014

## Sr. Business Systems Analyst

Boston, MA

Led the strategy and execution for a new, strategically important 401k wealth management tool

- **0 to 1 products:** Spearheaded the product development for "Portfolio Advisory Services at Work™," a Retirement Planning and Guidance product that garnered over \$8 billion in Assets Under Management within a year of its launch.
- **Execution and Agility:** Led collaboration across a multitude of cross-functional teams to build business requirements, accelerating speed to market by 40%.

eClinicalWorks

March 2011 – Jun 2012

#### **Product Business Analyst**

Boston, MA

eClinicalWorks is a leading cloud EMR/EHR in the nation. I got this job post completion of my Masters. I traveled across the country talking to hospitals and doctors bringing the voice of the customer to build features that would improve clinical efficiency.

#### **Bentley University - McCallum Graduate School of Business**

Master of Science in Information Technology

Aug 2010 - Jan 2011

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