

VADIRAJ KATTI

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Builder of 0→1 products, turnaround specialist, and collaborative operator across both B2B and B2C who leads through clarity, influence, and shared goals. 12+ years leading \$40M+ global SaaS portfolios across the U.S., Europe, and India—driving AI strategy, scaling teams, and transforming underperforming products into growth engines. Relocated to Bangalore in Nov'25.

SIGNATURE IMPACT

- Built and scaled next-generation AI products at RingCentral (NYSE:RNG), driving multimillion-dollar ARR growth and shaping the company's omnichannel AI roadmap.
- Revived and repositioned underperforming CX businesses—including Engage Digital and Sparkcentral—into profitable, acquisition-ready portfolios.
- Developed and mentored global product and design teams across the U.S., Europe, and India; established new PM practices and innovation hubs.
- Author of a book, *Promethean: AI's Rise, The Race It Sparked and What It Means For Us*.

RingCentral

Nov 2019 – Aug 2025

Director

San Francisco, CA

Owned P&L for a CCaaS product portfolio of \$40M+. Built AI strategy, drove product led growth and global product team expansion.

- Architected and drove RingCentral's AI-first growth strategy for RingCX, launching RingSense AI WEM and Agent Assist—adding \$6M+ ARR in 12 months and achieving 60% attach rate.
- Revitalized Digital CX (Engage Digital) business—driving a product-led turnaround from \$11M to \$20M+ in revenue through a focused partner GTM, sustaining double-digit CAGR in a highly competitive market.
- Scaled and institutionalized global product management across the U.S. and Europe, establishing RingCentral's first PM practice in Paris; filed 3 patents and fostered a culture of innovation and velocity.
- Directed a cross functional global team of 30+ spread to improve RingCentral's competitive positioning through new pricing tiers and implementation packages, reducing cost to customers by 50% and improving competitiveness.

Sparkcentral

Mar 2018 – Nov 2019

Senior Product Manager

San Francisco, CA

Drove the company's product-led turnaround that reversed revenue decline, restored growth, culminating in its acquisition by Hootsuite.

- Forged strategic partnerships and led the WhatsApp Business API integration, driving a 300% increase in marketing pipeline and revitalizing market momentum..
- Launched key platform innovations — including cross-channel conversation history and a no-code microbot framework — earning Gartner recognition as a leading vendor in Digital CX (2019).
- Reduced churn below 10% by re-engaging top customers, forming a Customer Advocacy Board, and translating feedback into roadmap priorities.
- Doubled engineering throughput (100% gain) by implementing structured monthly planning and standardized product documentation, boosting delivery reliability.

Financial Engines

Dec 2014 – Jan 2018

Senior Consumer Product Manager

San Francisco, CA

Owned the B2C portfolio for financial-planning products—driving innovation in customer experience and API monetization

- Built and launched the College Planner product (0→1), driving \$15M in new revenue within the first year.
- Developed a next-generation reporting platform that strengthened institutional relationships, saving \$8M in client fee negotiations and earning executive recognition.
- Optimized revenue and engagement through data-driven lifecycle campaigns, improving customer engagement 200%+ and generating \$70M+ in incremental AUM via improved onboarding and nurture flows.

Fidelity Investments

June 2012 – Dec 2014

Sr. Business Systems Analyst

Boston, MA

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

- 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.
- 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