GEETANSH MERANI

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Skills

Business oriented Product Management, **Data Driven Development**, **Android** App Design and Management, **iOS** App Design and Management, **Product Owner**, App Management from scratch, **Website** design and management, **Agile** Development, **Scrum** Master, Jira administration, Building product MVP, Discovery to Market expert, Professional String Artist.

Education

Georgia Institute of Technology, Atlanta	2010-2011
Master of Science in Information Security (Computer Science)	

Thadomal Shahani Engineering College (University of Mumbai), Mumbai, India	2006-2010
Bachelor of Engineering [B.E.] - Computer Engineering	

Work Experience

Product Manager Consultant – Toptal	**Apr 2020**

Apertum Online (Sportybet.com)	**Dec 2019 – Mar 2020**
Product Director (India)	

- Managed a team of 8 developers and designers to work on SportyBet Fantasy, Chat and Helpdesk products
- Successfully started from ground up and build the Customer Service Helpdesk and chatbot products from scratch in a short span of 3 months.
- Defined Customer service process to improve CS response rate from 34% to 60% in 4 weeks

Reliance Jio Infocomm Ltd	**Oct 2017- Dec 2019**
Product Technical Manager - JioPhone	

- Technical Business owner for all JioPhone models, hardware, OS and App Store and Apps and new initiatives.
- Designed and implemented a banking solution for a Dharmasthala foundation (https://skdrdpindia.org/) members using JioPhone. This product was aimed at providing easy access to blue-collared and self-employed workers of rural Karnataka to get access to easy loans via Self Help Group, as well as converting daily cash transactions to digital with the use of Jio Payments Bank accounts.
- Expert in bringing blue collared/industrial users online and educating them on the new digital advancements.
- Successfully build a platform from scratch which included integration with Rajasthan Government Database to digitally on-board women under the Bhamashah scheme from the state of Rajasthan. In this we build a learning platform, a radio app and a banking solution for Women of Rajasthan and on-boarded and completed training of more than 5 million members in 45 days.
- Manage release cycle and process deployment of more than 50+ apps on JioPhone Jio Store. Reduced SLA from 5 days to 2 days to go live.
- Successfully increased usage from 1.2 mn DAU to 11mn DAU and monthly 40 mn users Pan India (Total ~106 mn users)
- Handle commercial discussions and agreement closure for JioPhone apps and services offered. Achieved revenue targets of 30 cr+ for FY 19-20
- Single Handedly managed release and distribution launch of JioPhone 2 and Jio Media Cable
- Manage relationships with apps like Whatsapp, Facebook, Youtube, Hotstar, Zee5, SonlyLiv, etc.

BrandTouch & Analytics pvt ltd.

CTO	**Dec 2016 – Oct 2017**

- Technical Business owner for BrandTouch, Tryy.in and all BrandTouch properties.
- Set up IT infrastructure from scratch, including hardware architecture, software development process and company IT policy
- Owner of Tryy.in, set up POC and worked on development of website and mobile web. Led the AWS set-up along with development of code using Laravel and Angular.
- Set up architecture for the CMS which includes e-commerce module, logistics, feedback and analytics.

Essel Utilities Distribution Co Ltd

General Manager – Marketing Product	March 2016 – Dec 2016

- Product owner for Essel broadband app, device offering and creating a Digital Services Ecosystem. This includes Android app, Android TV app, iOS app, with integrations across various categories like Unified calling (app to app calling, video/ voice, messaging), movies, music, games, live TV, Flight booking, Hotel booking, Taxi Services, Healthcare, Recharge / payments,

news, education, dating, shopping and IoT.

- Worked with 24+ alliance partners to be integrated with the app. The list of alliances include Google, Amazon, Flipkart, Shopclues, Bank Bazaar, PayU, Mobikwik, Oxigen, Hungama media, Ditto TV, PayTM, Pine Labs, 1mg, Thyrocare, MeraDoctor, Merit Nation, Mahesh Tutorial, BookMyShow, Via.com, Uber, Ola to name a few.
- Finalized and brought on board app and website development vendor with 80% + savings in development budget.
- Working on set top box hardware and software development. Created one of a kind TV box to convert any tv to Smart TV. Worked with vendors from China for prototyping, testing and finalizing the device.

CouponDunia media pvt ltd.

Sr. Product Manager   Dec 2014 – March 2016

Product: CouponDunia

- Current App has 2.8+ Million downloads, More than 500,000+ monthly Active users and an App Rating of 4.4 on Android PlayStore.
- Highest Ranking of 3 in Lifestyle category achieved for Android and was featured in Shopping Category for iOS app Store
- Increased monthly active users from 350,000 to 500,000+ active users in 2 months by increasing user engagement.
- Lead the revamp of CouponDunia website and app for introduction of Retail vertical with a big launch in June 15 with on time delivery. Redesigned complete workflow for Offline vertical and introduced features like Geo-fencing and MCoupon for CouponDunia with increase results in redemption.
- Duties include design and write functional specifications of CouponDunia app for both Android and iOS. Introducing features which work to increase app engagement and increase user retention.

    Skills developed: **Product Management, Requirements Gathering, Architecture Design, and Task Management.**
- Scrum master for the team, tasks include improving resource utilization, reduce product backlog and help team meet product release deadlines.

    Skills developed: **Scrum development, Agile, Team Building and Release Management.**
- Product owner for CouponDunia apps and complete Software Lifecycle – Planning, Design, Implementation, Support and product enhancements.
- Analyze the data on how the apps are being used by customers and make product enhancements based on the data collected.

    Skills developed: **Data Analysis, User Behavior Management, Google Analytics, Localytics.**
- Engineering Manager for the app development team – Manage daily functions of the developers, assigning tasks and managing timelines

    Skills Developed: **Release Management, Team Management, Team Development and Growth**

Product: Sorted – Last Minute Hotel Booking by CouponDunia

- Worked on the product since inception, worked on the business plan and market strategy. Involved with Branding agency on marketing strategy and brand development.

    Skills developed: **API Integration, App Management from Scratch, Brand and Marketing Management for new product**.

VMware AirWatch

Product Manager   Jan 2012 – Dec 2014

- Implementing Agile methodology and transitioning from TFS to Jira across all R&D teams at AirWatch.
- Implemented Gamification for myAirWatch suite of portals. (integration with Badgeville)
- Redesigned complete support infrastructure for myAirWatch (integration with Zendesk)
- Duties include design and write functional specifications of AirWatch Products that are used by more than 6000 AirWatch clients. Developers use these functional specifications as a guideline to develop the product.
- Scrum master for the team, tasks include improving resource utilization, reduce product backlog and help team meet product release deadlines.
- Product owner for AirWatch Downloads Site, which included working on all aspects of the software development cycle – Planning, Design, Implementation, Support and product enhancements.
- Product owner for SaaSWatch – An array of internal tools to help the SaaS Operations team manage more than 200 environments with more than 850,000 devices.

    Skills developed: **PHP development, Windows Server integration, Zendesk Ticketing System, Salesforce Integration.**
- Introduced agile process in the myAirWatch team, Git and TFS integration. Process design and implementation for the software development cycle.

INgage Networks
Software Developer (Intern)   May 2011 – Dec 2011

References:

- On Request.