

Keshav Vasudevan

Product Manager

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Profile

Creative, personable and inquisitive with a strong quantitative and entrepreneurial outlook. Track record of building and scaling platforms that meet critical market needs while leading teams with empathy and trust. Core expertise of innovating multi-platform SaaS products from the ground up and driving them towards profitability and growth.

Expertise

- Agile Scrum, Kanban, SAFe
- MS Office
- Intrapreneurial product innovations
- Web development: HTML, CSS, Basic JS, Git
- UI Design: Adobe Photoshop, inVision
- Product messaging and evangelism
- Lean development
- Data analytics: MS Solver, Mixpanel, Pendo, SiteCatalyst, Google Analytics
- Sales and go-to market enablement

Professional Experience

SmartBear Software, Boston, MA

Product Manager

August 2018 - Present

Results overview: Led productization of LoadNinja, a SaaS load testing platform and drove major product improvements that resulted in over 60% average quarterly revenue increase in under a year of release

- Leads product strategy and roadmap for [LoadNinja](#), a SaaS cloud-based performance testing platform
- Productized the patent-pending technology of real browser-based load tests, and prioritizes engineering and UX effort in 2-week agile sprints and continuous deployment cycles
- Modelled the user journey and helped increase weekly engagement by 4% leading to secondary effects of increasing average quarterly revenue by over 60%
- Supports the go-to market strategy with messaging, competitive positioning, documentation, webinars and press releases leading to a 5% average quarterly increase in sales opportunities

SmartBear Software, Boston, MA

Product Marketing Manager

January 2017 – August 2018

Results overview: Oversaw global product marketing effort for the Swagger family of tools, and built sales enablement from scratch to grow average quarterly sales revenue by 200%

- Formulated the positioning, web and collateral messaging, and overall brand of Swagger family of tools, consisting of 6 open source tools and the SwaggerHub API development platform
- Evangelized the Swagger brand with weekly technical articles, ebooks and webinars, and conference talks leading to a 300% increase in annual traffic to SwaggerHub
- Led the enablement for the product's first sales team across the world, building battlecards, ROI documents and buying criterion to successfully meet all sales targets

- Conducted analyst briefings and maintained analyst relationships to get the company leadership positions in Forrester Wave and Gartner Magic Quadrant reports

SmartBear Software, Boston, MA

Associate Product Manager

January 2016 – December 2016

Results overview: Managed development of the first version of the SwaggerHub platform leading to a 2% increase in monthly user retention and justifying further investment by the board

- Prioritized features and enhancements for engineering to work towards in 3-week agile sprints in support of the roadmap
- Formulated and helped deliver core collaboration capabilities that became the major differentiator in the market
- Directly supported the VP of Product, as well as UX, marketing, and security to grow monthly revenue by 10% through new product improvements without any sales and marketing effort

Academic and Hobby Projects

Immerge mobile app

AppStore - <http://bit.ly/immerge-AR>

March 2019 – June 2019

- Designed and built augmented reality experiences for music artists to bring their videos and content to life
- Helped increase engagement between artist and fan and sell more merchandise

Communiti mobile app

AppStore - <http://bit.ly/communiti1>

January 2017 – March 2018

- Formulated a mobile app to bring members of a city together to engage positively and help each other through help requests, posts and karma points
- Designed specifically for partnered non-profits, the app was built from the ground up with 2 other team members
- Used by 3 local nonprofits with over 1000 users at its peak

Data Analytical Forecasting of ForeX @ Tuck School of Business, Dartmouth

Project report - <http://bit.ly/forex-project>

January 2015 – March 2015

- Selected, transformed and cleaned about 25,000 data points of possible predictor variables that affect the USD/JPY exchange rate
- Modelled a Neural Network algorithm on the data set to predict the exchange rate for the coming day with an RMS error of 2.96
- Compared effectiveness with other algorithms like Regression Trees, K-Nearest Neighbors and Multiple Regression
- Estimated a 70% ROI over a 16-month period, with an average profit of \$4/ week

Education

Masters, Engineering Management

2014 – 2016

Dartmouth College, Hanover NH | Tuck School of Business and Thayer School of Engineering

Bachelors, Materials Engineering

2010 – 2014

National Institute of Technology, Tiruchirappalli, India | GPA: 8.13/10