VIKRANT DAHIYA

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ABOUT ME

IIMC graduate with **~15** years of **techno-functional experience** in the areas of *customer insight, CPQ, pricing analytics,* **and** *subscription management* to enhance the customer experience for companies across *the technology, auto, and retail sectors*

EXPERIENCE

➢ Infosys | Principal Consultant - Products and Alliances   Aug 2018-present

Developing sales & marketing applications in the Hi-Tech sector and leading a team of 10 techno-functional analysts

Product Growth:
- Pioneered the product-led revenue **(~ $5mn/y)** by starting **3 product lines** and building **3 specialized** teams for each
- Increased the customer engagement rate by **20%** and brought in more than **$1 million in additional revenue** by developing a subscription feature in the customer portal within 4 months for a **$9 billion Agri-equipment brand**

Product Management:
- Automated the **business process** by leveraging custom build applications for an **$18 billion processor brand** Led
- Managed **2 product alliances** by creating mutually beneficial agreements with **PROS and Zuora**
- Conceptualized and managed the development of MS LUIS-based **virtual assistant** with a team of **2 engineers**

Product Consulting:
- Conducted **~30 workshops** to understand requirements and synthesized primary research data for the design and development of a **product roadmap for a $17 billion electrical brand**
- Designed and implemented the **product consulting** frameworks as build vs buy, maturity assessment, etc.; achieved a **100% increase** in product consulting revenue
- Published **5 artifacts** (including **2 in external journals**) on future sales and marketing trends covering CPQ, subscription, pricing analytics, and product bundling

➢ Zensar Technologies | Senior Lead Business Consultant - Products   May 2016-Aug 2018

Worked as a product manager in AI/ML lab, Zenlabs, to develop products across the retail and insurance sectors

- Conceptualized, designed, and created **3 high fidelity mock-ups**
  - Worked with the **engineering team** to define the scope of mock-ups
  - Brainstormed with the **design team** on design aspects
  - Guided the **marketing team to create video-enabled demos**
- Leveraged historical opportunity data to **drive opportunity analysis**
  - ML recommended **optimal discount %** was expected to improve **opportunity conversion up to 10%**
- Machine learning-based **email-classification system** for the insurance industry
  - Worked with the **data science team** to create an initial algorithm leveraging the demo data
  - Used the client-provided sample data and achieved an **accuracy level of > 95%**

➢ Evalueserve | Group Manager - Data Analytics   Sep 2011-Apr 2015

Led a **15-members team** in the area of **customer insights and data analytics**

- **Statistical Modeling:** Used **complex statistical techniques** like conjoint analysis etc. to help clients in informed decision making
- **Team Building:** Built an annual analytics business of **~ $ 3mn** and expanded the team from **5 to 15 in 2 years**

+ MT Aug 2004-Feb 2005, Honda Motorcycles Feb 2005-Nov 2007, Consulting Dec 2007-Jul 2009, TNS Mar 2010-Sep 2011

SKILLS

Functional
White space product solutions, User and Market Research, Techno-Functional Architecture, Machine Learning, Cross-team collaboration, Stakeholder Management

Product Management	Data Analytics
Figma, Miro, VISIO, Confluence	SAS, SPSS, and Tableau
Digital Stack	
Sysomos, Radian6, Google Analytics, Facebook Advertising	

EDUCATION

MBA - IIM Calcutta	MBA - Maharshi Dayanand University	BE - Maharshi Dayanand University
1-year Full time Post Graduate Program in Management	2-years Full time **MBA** Program	**Bachelor of Engineering** Mechanical Stream
2015 - 2016	2002 - 2004	1997 - 2001

OTHER DETAILS

Awards	Papers Published	Certifications
"**Amazon ACE Challenge**" – 2015 Finalist	https://www.linkedin.com/pulse/next-generation-cpq-better-customer-experience-vikrant-dahiya/	SAFe Agile
"**Snapdeal Marketer of the Year**" – 2015 Semi-Finalist	https://www.linkedin.com/pulse/innovation-through-flexible-consumption-models-vikrant-dahiya/	SAFe POPM (Product Owner and Product Manager)