



Vangal Srinath Santhanam
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WORK EXPERIENCE

Dell Technologies, Bangalore, India | Product Marketing Senior Advisor (Oct'16 – Present)

Product Manager – India – Consumer Notebooks (B2C)

Nov 2021 – Present

- **Product Assortment:** Responsible for right product assortment in the market for Dell ensuring simplicity in portfolio and increasing market coverage
- Own quarterly **Price plan** for the portfolio ensuring we achieve the Units, Margin and Revenue in Annual Operating plan (AOP)
- **Drive and own Business Results:** Improved Notebooks **Market share to 15%** in the first year
- **Accelerated** Entry level Inspiron Notebook launch for first to market new gen
- **Transition Management:** Ensure smooth transition between new and old platforms with minimal or zero E&O risk for old generation platforms and at the same time have no product gap by working with Product Group and Cycle planning teams
- **Execution:** Cross collaborate with demand supply on forecast vs. market premium, left to sell, E&O management. Liaison with pricing teams on **competitive analysis, pricing actions**
- **Product Collaterals:** Final pass on documents including Reviewers Guide, Product Features Guide, Sales Aid, 1-Pager, Benchmarks, Competitors Comparison, Product Guide, Training Slides, Media Presentation, etc.

Product Manager – Segment (B2B)

Jan 2021 – Nov 2021

- Drive **Client Solutions business** (CSG)- \$40M Revenue for select corporate accounts in South region as a Product Manager
- Responsible for CSG **Go to Market** strategy for the region and drive incremental Revenue
- **End to End Management** of Large Client Solutions Deals across the region

Product Manager – Merchandising (B2B)

Oct 2016 – Dec 2020

- Responsible for **P&L, Market Share** and **Product Life Cycle** of Commercial Notebooks (B2B Laptops) in India
- Increased **Commercial Notebooks** units of Dell Commercial and Enterprise segments at a **CAGR of 28%** from 2018 Q3 to 2020 Q3 by creating a thorough Go to Market Strategy
- Grew 2 in 1 Notebooks **Market share to 25%** in 2 years of Product Inception
- Boosted **Customer buyer base** of Client Solutions Hardware by **10%** in one year by running different programs to maintain positive Net New buyers
- Achieved **#1 Market Share** in **High Price Band** Notebooks (>\$1,100) for 7 quarters in a row
- Influence Large Notebook deals (> \$1Million) through right **product positioning** and identify **key value proposition** through early engagements

HCL Technologies, Chennai, India | Senior Management Trainee - Pre-Sales

(Jun'15 – Sep'16)

- Responsible for **Business development through Pre-Sales** in US, EMEA and APAC market – targeting existing as well as new accounts in **Semiconductor/Semiconductor Equipment** Industry with combined opportunity size of **\$100 Million**
- Liaison with Engineering and Sales and respond to **RFPs and RFQs** from Semi Customers
- Creating **Value Packs, Sales Pitch** for Sales Manager for hunting potential business opportunities of **\$10 Million**

Hungry Qubicle, Chennai, India | Co-founder

(Jan'14 – Sep'16)

- Co-Founded a Consumer Internet Startup catering to food courts in IT Parks

Samsung Electronics, Bangalore, India | Senior Software Engineer

(Aug'10 – Sep'13)

- **Effectively, Designed and developed** the Host and the Device controller **firmware** for Universal Flash storage (UFS) memory card, a flagship **storage technology** product of the company

TECHNICAL SKILLS AND CERTIFICATIONS

Core Competencies: Product Management, Value Proposition, GTM, Life Cycle Management, Roadmap planning, RCA

Software Tools: Advanced Excel, SQL, Basic Wireframing, Basic Power BI

Certifications: Udemy | Become a Product Manager, **Upraised Career Accelerator Program**

PRD for Upraised CAP: Hotstar - B2C - Increasing Mobile plan Subscription Renewal Rate in Disney+Hotstar by increasing user experience value and user willingness to pay