



# Kartik Suryanarayan

Passionate Product manager focused on driving customer value, innovation, and organizational growth and success

Enterprise Tech | SaaS | XR technology | EX- IIM Kozhikode



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Bangalore, India

## SKILLS

Product Management & Strategy

Problem-solving & execution

Effective communication & cross-team collaboration

Decision making based on data

SaaS/Cloud experience

## LANGUAGES

English  
Full Professional Proficiency

Hindi  
Full Professional Proficiency

## INTERESTS

Community Service

Reading books

## WORK EXPERIENCE

### Summary

#### Workplace/Company

04/2017 - Present

Bangalore

#### Key Accomplishments

- Result driven product manager with 7+ years experience in driving cross-functional teams to develop digital solutions that deliver value. My areas of expertise include product management, strategic marketing, and innovation.
- As product manager at Ellucian, oversaw double digit % revenue growth and triple digit % margin growth. We invented new products and overhauled others, re-packaged & re-priced the entire portfolio, and landed thousands of net new customers and millions of net new users.
- By leveraging my technical, creative, and collaborative leadership abilities, I consistently drive new business opportunities, product innovation, customer satisfaction, and revenue growth.
- By combining my technical and project management skills with my expertise in user-experience design and marketing, I deliver high-quality digital products that engage customers and drive growth
- Handled end-to-end product development lifecycle, from ideation to launch, ensuring delivery of high quality products that meet user needs and business objectives
- Instrumental in strategizing and launching a reimagined saas solution in US and global market. Onboarded 30% net new customers and migrated 40% existing customers from legacy solution to new reimagined saas solution
- Ideated, developed and launched product from scratch (net new) to North America market which generates double digit % revenue growth year on year
- Successfully beta launched products at ellucian Live, USA (Ellucian Live is a global conference for higher education technology. **5,000+ higher education community and partners** from around the world participate)
- Probono Product consultant and investor for Greentick (Provides testing services for startups and enterprise companies (B2B))
- Probono Product consultant for JCI-XR (XR is a combination of AR, VR) - provide extended reality (XR) solutions for medical devices companies and edtech K12 schools

## WORK EXPERIENCE

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### **Product Manager (Roadmap & Strategy) and Managing OEM partnerships Ellucian (Blackstone and Vista Company)**

04/2017 - 11/2023

Bangalore

*Ellucian is a cloud technology company that powers the educational mission of colleges and universities around the world. Ellucian Document Management is the first in-house saas document management solution specifically designed and developed for higher education customer needs. I owned the complete product strategy to develop the solution in-house, owned roadmap, pricing, go to market strategy and launch of the product.*

#### *Achievements/Tasks*

- I was responsible for maintaining an aging yet active technically complex integration solution while also conceptualizing and building our next gen SaaS solution
- My product strategy and vision helped set a clear direction for the team. The product roadmap and backlog management ensured that our development efforts were focused on the highest-value features, delivering maximum impact to our customers
- Led product discovery efforts through customer interviews and focus groups; surveys and data analytics; and designed sprint prototypes to solve business problems.
- Wrote epics and stories and led a team of agile developers to turn concept solutions into working software. Developed go-to-market plans and collaborated with marketing, sales and support teams to deliver on product enablement
- Created business case with financial projections, COGS, and ROI justification and presented to leadership for budget approvals for roadmap and calculating unit economics
- Created roadmap with backlog following agile/scrum methodology using JIRA. Translated product strategy into detailed requirements for prototype construction and final product development by engineering teams using design thinking and Jobs-to-be done (JTBD)
- Lead cross-functional teams in close partnership with engineering and design. Defined OKRs and KPIs for the initiatives (high level epics)
- Worked with pricing team on packaging and pricing, pricing survey to determine willingness to pay and arriving at optimum price point for solution
- Worked on Go-to-market (GTM) plan with marketing. Press release draft, did internal and external roadshows for internal dependent teams and customers, product launch date
- Beta testing with beta customers and incorporated feedback and select release is planned for Q1 2024 at eLive 2024 in US

### **Product Manager (Roadmap & Strategy) Ellucian**

2017 - Present

#### *Achievements/Tasks*

- eTranscripts - Ellucian eTranscripts saas solution automates daily processes such as student authentication and identification, transcript order submission, and transcript PDF generation. There are 450 customers using this solution with 11 million USD year on year.
- Institution's traditional transcript processing took 2 months on a average to process. Using eTranscripts, this problem was solved where students and alumni could request their transcripts at any time and receive an official transcript PDF within minutes.
- Conducted customer research to understand customer problem and Ellucian problem.
- Using Jobs-to-be done (JTBD) analyzed users job and automated the entire transcript processing workflow
- Worked on revenue model where solution was available for free for existing customers and students and alumni were charged per transcript request
- Worked with third party integration with eTranscripts to increase customer adoption
- Working on eTranscripts receive functionality to further increase customer adoption

## WORK EXPERIENCE

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### Product Manager (Roadmap & Strategy)

#### Ellucian

2023 - Present

*Achievements/Tasks*

- GPS for Careers is a net new, generative AI based solution which helps students/learners decide the right course which would help them accomplish their goal (student success)
- Demonstrated the ability to turn customer needs and pain points into innovative products
- Developed a proof of concept using gen AI and validated the idea with beta customers. Validated the initial problem - solution fitment and product market fitment with reputed beta customers
- Product analysis and Go-to-market are in progress. Beta launch to beta customers is planned for end of Q2 2024

### Probono Product Advisor and consultant

#### Greentick

06/2023 - Present

India

*Provides testing services for startups and enterprise companies (B2B).*

*Achievements/Tasks*

- Revalidating companies product vision and strategy, pricing, sales pipeline.
- Validating sales plan and how to go to early major and scaling plans

### Probono Product Advisor and consultant working on XR (Extended Reality) technology for etech K12 and healthcare applications

#### JCI-XR

02/2023 - Present

*JCI-XR is an engineering and new product development company that provides extended reality (XR) solutions for businesses. XR is an umbrella term that includes augmented reality (AR), virtual reality (VR), and mixed reality (MR). JCI-XR specializes in XR solutions for medical device*

*Achievements/Tasks*

- Worked on investor pitch which helped successfully incubate under IIT Bhubaneswar, E-cell technology incubation center

## OTHER EXPERIENCE

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Ellucian (Blackstone and Vista Company) (09/2012 - 03/2017)

*Agile Product Owner*

Ellucian (Blackstone and Vista Company) (03/2011 - 09/2012)

*Agile Business Analyst*

Sungard Higher Education (08/2009 - 03/2011)

*Senior Knowledge Engineer*

SAP Labs (05/2008 - 08/2009)

*Knowledge Engineer - SAP Platform solutions (JAVA Stack)*

General Electric (GE) Health Care and Tata Consultancy Services (TCS) (03/2005 - 05/2008)

*Product Design Engineer (Healthcare, Manufacturing and Automotive Industry)*

## CERTIFICATES

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Software Product Management - International Software Product Management Association (ISPMA) - Excellence Level in Product Strategy

*Excellence Level in Product Strategy*

Software Product Management - International Software Product Management Association (ISPMA) - Foundation Level (05/2019)

*Foundation Level*

## ACHIEVEMENTS

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Represented Ellucian at Vista Generative AI Global Hackathon 2023 (2023)

Pro bono product advisor for early stage B2C startups

Helped MeriBaii (B2C facility services start up) to be incubated under SIDBI Centre for IIM Lucknow, Innovations in Financial Inclusion (SCIFI) program and later under Amity university (2021)

*Training covered all aspects of product management, Financial aspects, Term sheets, Company valuations, marketing, Design thinking, and many more.*

Helped Blue Plan start up to be incubated under Atal Incubation Centre at Shiv Nadar University (2022)

*Blue Plan - Solution to solve drinking water problem for people in association with INREM*

Mentoring IIM Bangalore, IIT Palakkad, and IIIT-B students on Product Management (02/2019 - Present)

Visiting Faculty at Indian Institute of Management, Sambalpur (08/2023 - Present)

*Teach product management for IIM Sambalpur, MBA students*

## EDUCATION

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**Executive Accelerated General Management Program**  
Indian Institute of Management, Kozhikode

06/2020 - 07/2021

Kozhikode

**Bachelor of Engineering**  
M. S. Ramaiah Institute of Technology (MSRIT)

06/1999 - 06/2003

Bangalore