


Rishi Athanikar

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Entrepreneurial and data-driven Product Manager, passionate about leveraging technology to build scalable products, and always solve for the user

Work Experience

POSSIBLE

Product Manager 07/2013 - present

Associate Product Manager 06/2010 - 07/2013

Highlights

- Led product roadmap and technical product execution for key accounts – Microsoft and AT&T
- Responsible for the technical strategy for new Product Marketing campaigns for Microsoft Azure and SQL Server products, focused on product positioning in new markets
- Created 4 new business sale opportunities in 2016 by developing prototypes using emerging technologies (Google AMP, Web VR, Docker, Amazon Echo)
- Championed performance-driven design and development for HoloLens.com and Xbox.com, resulting in 20% faster page load, and 25% lower page weight
- Led the redesign of BECU's consumer banking, improving financial services and loan product workflows. Also exceeded user engagement KPIs with extensive personalization using Sitecore xDB
- Awarded 'Employee of the Quarter' for Q2 2016

Major Launches

- NCAA March Madness 2017
Windows 10 universal app – Xbox, Mobile, Desktop
- Microsoft HoloLens.com & Xbox.com
Global, multi-language website launches
- Drest Amazing Baby iOS app
Procter & Gamble Co.'s first consumer mobile app
- BECU Consumer Banking redesign
Personalized banking and financial services

Beander (A two-sided marketplace to source and buy green coffee)

Co-founder, CTO 05/2014 - 12/2016

- Grew Beander to a profitable platform, with 1000+ monthly active users, and 150+ unique coffees
- Using cohort analysis and A/B testing, redesigned product search; resulting in 300% improvement in conversion to purchase from previous version
- Increased monthly recurring revenue by 25% in 2016 using SEO targeting, and CRM automation

Education

MS Information Systems 2009-2011

University of Cincinnati

BS Computer Science 2005-2009

University of Mumbai

Certifications

Google Analytics Individual Qualification 2016

Sitecore Certified Professional Developer 2015

Technical Skills

Development: HTML5, CSS3, JavaScript, Node.js, AngularJS, ReactJS, AWS, Azure, WebVR

Data Analysis & Analytics: SQL, MS Excel, Mixpanel, Google Analytics, Adobe Analytics

Tools: JIRA, Jenkins, Git, Adobe Photoshop, Balsamiq, Visio, Invision, Optimizely

Other: Agile, SCRUM, SEO, SEM, Revenue models, Qualitative research