

*Specialist in technology and product strategy, with a focus on unlocking sustainable and profitable growth by leveraging customer- and value-oriented Product, Monetization and Sales strategies.*

## SUMMARY

- 2yrs (ongoing) Leading a global product monetization organization at a Series E Startup (Druva Inc.)
- 10yrs+ in Technology industry, with 5 yrs Strategy consulting experience in Product Go-to-market and Pricing strategy, designing Pricing organizations, and executing all functions of the organization at different client orgs
- *Key leadership skills:* Product & Go-to-market Strategy, Project Management, Customer Research & Outreach, Sales Training, Program Accountability & Monitoring, Financial Modeling, Executive & board presentations
- *Technical Skills:* Product Development, Agile Methodology, Robotics, Programming Languages (numerous)
- *Interests:* Mentoring (Professional, Personal), Languages (Spanish, French), Family, Solitude, Music, Silence

## EXPERIENCE

### Druva Inc. | Santa Clara, CA

Dec 2021 – Present

Druva delivers data protection and management for the cloud era. Druva Cloud Platform is built on AWS and offered as-a-Service, delivering globally accessible, infinitely scalable and completely autonomous enterprise data resiliency.

@Druva: Responsible for building the strategic pricing function and leading the global pricing team.

#### Role: Global Head of Pricing (Sr. Director, Strategic Pricing & COGS)

- Setting strategy, processes, systems and reporting surrounding the pricing of products across direct sales, global channel distribution, white-labeled OEM solutions, and service partners
- Guiding the deal desk in effective adoption of pricing guidelines and implementing product-level strategy
- Uncovering, defining, launching, and operating strategic programs on monetization and go-to-market
- Implementing value oriented packaging & pricing for an effective “land-and-expand” sales motion
- Providing thought-leadership on pricing and establishing best practices

### Simon-Kucher & Partners | Mountain View, CA

Sept 2017 – Nov 2021

Simon-Kucher advises technology companies on driving profitable top-line revenue growth through the thoughtful design of product packaging and pricing and implementation with field sales training and enablement.

@Simon-Kucher: Led 7+ end-to-end engagements developing top-line strategy with internal, customer, and partner research, and deploying the strategy in client organizations. Clients spanned software verticals (e.g. ERP, SaaS & cloud, two-sided marketplaces, and enterprise architecture providers).

#### Role: Engagement Manager (2020 – 2021)

- Led a team of 8 consultants to construct market-tested product packaging, develop marketing collateral, and train the sales team of a enterprise network infrastructure provider (\$30bn market cap)  
*Impact:* Aligned a distracted cross-functional team on key strategic priorities and practices post-IPO around monetization to pivot to a market-leading pricing framework; +12% global revenue over 2 years.
- Optimized price points across the portfolio of business products for a provider of social networking, user review, and local search (\$3.5bn market-cap) using conjoint-based market research  
*Impact:* Validated product packaging that drives up to 30% higher MRR (subscription and through long term advertising-commitments); delivered an A/B testing framework for ongoing ad commit optimization

### **Role: Senior Consultant (2019 – 2020)**

- Delivered a nationwide sales training program (from regional team workshops to 150+ attendee keynote) for a B2B software provider in rolling out a value- and customer-oriented product packaging and sales process  
*Impact:* Increased avg. deal sizes +10% across portfolio of solutions within 6 months of the program
- Market-tested and revised a new subscription product for an international banking and payments provider  
*Impact:* Disproved internal hypothesis and developed alternative strategy for entry into LATAM and SEA

### **Role: Consultant (Levels III & IV; 2017 – 2019)**

- Developed data-driven software for implementing pricing and negotiation at a boutique Am Law 200 firm  
*Impact:* Coached law firm partners 1:1 on custom pricing tool and trained pricing team on tool maintenance

## **EDUCATION**

### **Ph.D. (2017) | MPhil (2015) | MS (2014) | Mechanical Engineering - Robotics | 2017**

#### **Yale University | New Haven, CT**

- **Publications:** 5 first-author peer-reviewed journal articles; 2 in ICRA and IROS conferences
- **Awards:** Albert P. Gagnebin Fellowship of \$64,950 annually (2014 – 2015)
- **Research:** Design and fabrication of small robots that connect to create mobile structures for extreme weather
- **Coursework:** Completed M.Phil. (2014) and M.S. (2013) with Honors in 8 courses (out of 10 total)

### **B.S. Electrical and Computer Engineering | Computer Science (Minor) | 2012**

#### **Lafayette College | Easton, PA**

- **Publications:** 2 first-author articles (out of 5 total); 1 patent
- **Awards:** Student Grant of \$155,000 (2008 – 2012), Phi Beta Kappa, Tau Beta Pi, Sigma Xi, Eta Kappa Nu
- **Coursework:** GPA: 3.89 (out of 4.00); *Summa cum laude*