Sudarshan Vig

Product & Executive Leadership
21+ Years

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What I do best_

I lead **Products**. I lead the idea of building them until they reach their maximum impact. In almost 2 decades, this inherent quality led me to be the CEO of a personalised publishing company Merlinwand.

Domains I've worked in_

- HR Tech
- B2B & B2B2C SaaS
- CRM and ERP systems
- EdTech
- D2C eCommerce
- Sales & Mktg. Intelligence
- Customer Success Mgmt.

My roles so far_

- Product Leadership
- Product Strategy
- Team Management
- Agile Leadership

Skills I developed_

- Platform Engineering
- Data Engineering
- Cloud Technologies
- Market & Competitive Analysis
- Product Design
- Product Strategy & GTM
- NLP & Linguistic AI/ML

What I have been upto_

CEO and Founder
Merlinwand | Personalised publishing (D2C eCommerce) | Mar 2021 - Jan 2025

- **Founder & Product Leader**: Established **Merlinwand**, a pioneering personalized storybooks company, revolutionizing the children's publishing industry in India with a fully personalized product offering.
- **Rapid Product Development**: Spearheaded the product development lifecycle, achieving a record time from ideation to market launch in just 180 days, leveraging a robust tech stack including Java, AWS, Shopify, and visual AI.
- **Scalable Tech Infrastructure**: Architected a scalable, high-performance tech infrastructure using cloud-based solutions (AWS) and advanced libraries (Aspose) to support real-time personalization, real-time preview and seamless customer experiences enhancing user engagement and satisfaction
- **Market Recognition & Growth**: Led Merlinwand to be recognized among the top 500 fastest-growing D2C companies in India by YourStory and featured as an emerging business leader by Business India magazine.
- **Strategic Fundraising**: Secured seed funding at a ~$1M valuation from US-based investors
- **E-commerce Integration & Optimization**: Integrated and optimized an end-to-end e-commerce platform, facilitating seamless online transactions and personalized order fulfillment through Shopify and secure payment gateways.

Senior Product Excellence Manager
Phenom | HR Tech (B2B2C SaaS) | Dec 2019 - Dec 2020

- Led the **Data and AI Product portfolio** in the *Phenom* Product Suite
- Worked extensively on **HR Tech domains** like Candidate Experience, Recruiter Experience, Employee Experience and Manager Experience
- Enabled increase in revenues by **3x** in a year by introducing multiple **AI features**
- Led cross-functional 40 member team spearheading **Chatbot**, **Platform** and **AI**
- Hands-on technical Input in Product architecture - Tech stack included HDFS, Spark, Kafka, neo4j and Mongo DB over AWS ecosystem

Senior Principal Product Manager
Oracle Inc. | Social marketing Product | Jan 2019 - Mar 2019

- Own the Go To Market and Product Marketing for Oracle Social Cloud, one of the products of Oracle Marketing Cloud

Director, Product Management
SureIT Inc. | Tolling Product | Jan 2017 - Dec 2018

- Led Product portfolio which included: **Automated Highway Tolling** and **BDPaaS** [Big Data Platform as a Service]
- Built the entire BDPaaS service on cloud to support Highway tolling and then turned it into a Product
- Highway Tolling project worth $144M completed in 18 months for NTTA
- Scaled Tolling capacity to 20M transactions/day and introduced OCR video processing

- JIRA
- Confluence
- Miro
- DB Systems
  - MySQL
  - PostgreSQL
  - GraphDB (Neo4j)
  - RDS
- Balsamiq
- Trello
- Kibana

Where & what I've learnt_

M.Sc (Physics)
University of Hyderabad

Leadership Foundation
Franklin Covey

CSM
Scrum Alliance

What I have been upto (*Contd*.)_

Senior Product Manager
Gainsight | Customer Success Management (B2B SaaS) | Sep 2015 - Nov 2016

- Product portfolio included: **Reporting & Analytics** and **Data Platform.**
- Worked on the Salesforce Cloud ecosystem and made sure gainsight was one of the highest rated apps on Salesforce App Exchange
- Took initiative to deploy Atlassian based program management module for executive stakeholders - JIRA and Confluence
- Introduced processes for documentation, release strategy, Go-to-Market strategy, cross-team collaboration and customer on-boarding
- Hands-on technical Input using Amazon S3, Amazon Redshift and Mongo DB
- Defined product strategy and roadmap for Data Analytics, Data Visualization, Data ingest and Transformations

Manager, Data Engineering
InsideView, A Demandbase company
Sales & Marketing Intelligence (B2B SaaS) | Mar 2008 - Sep 2015

- **Product Manager** for all the **Data** related features
- Led cross-functional teams of PMs and Engineers to build 3 foundational products, bringing in revenues of $35M/year (30% of revenue)
- Made sure the InsideView Product suite was compliant to **SFDC ecosystem** with added value to Sales domain
- Led migration of InsideView backend to Big Data architecture in 10 months and 27 resources using Cloud and Big Data Stack including HBase, Hadoop, HDFS, Redshift, AWS, Oozie, Kafka etc.
- Conceptualized and built ML-based features related to **search, NLP, recommendation engine, and entity triangulation**
- Adopted and adapted Agile : Scrum & KanBan

Content Manager
HighPoints Learning | eLearning | Nov 2005 - Feb 2008

- Leading a team of competent Content Developers
- Worked with various Learning Management Systems (LMS) in accordance with SCORM standards

Telesales Executive
Dell International Services | Computers & Hardware | Oct 2003 - Nov 2005

- TeleSales executive in B2B Sales – EMEA Region