Anmol Kulkarni | anmoluday@gmail.com | (+91) 7893528632 | https://www.linkedin.com/in/anmolkulkarni/

Software Developer turned Product Manager with 5+ years of experience in 0-1 & 1-n products in the B2B enterprise SaaS industry, having broad experience in leading multi-disciplinary teams across engineering, design & business across product development lifecycle

Work Experience

Product Manager-II | VMware | Leader in multi-cloud computing & virtualization software company   *Jun'22-Jun'25*

*Product Manager responsible for **platform adoption & growth**, unified product Configuration Service and vSphere+ product analytics*

Product Strategy

- Identified **data monetization** & **cross-sell opportunities** (^30% of ACV) via public-cloud focused **competitive strategy analysis**
- Proposed & led the initiative for unified config service across products, presenting a **unified user experience** & reducing engg. effort by 40%
- Devised & spearheaded customer success program for top 30 customers to build **Voice-of-Customer**, drive service adoption and engagement
- Analyzed 3rd-party tooling landscape to identify synergies & devised integration strategy, expediting project **go-to-market by 6 months**
- Built Sales-PM feedback loop for PM org to enhance problem visibility, leading to **30% increase in *Aha* feature requests** & robust roadmaps

Product Management

- Defined **config service north-star**, conducted interviews, validated ideas, **led prioritization** & drafted PRDs to launch 4 new features
  Identified observability as the major pain point, and launched the MVP of the alert's dashboard, **improving DAU of the feature by 40%**
  Launched **document templatization** to ease configuration management, **enhancing reusability** and **doubling resource coverage**
  Launched a zero-state marketing screen with a video tutorial to educate customer, improving **time-to-value and activation funnel by 20%**
  Conceptualized **activity log** as a use-case & launched audit functionality, **improving trust** of the system, reflected by growth in NPS by 10%
  Conducted UX research studies and ran an **experiment** to validate hypothesis on an opinionated code-based config management system
  Developed, maintained, and presented a **long-term roadmap for config service**, and **negotiated buy-in** from **global cross-functional** teams
- Proposed & launched **guided tours** as part of vSphere+ platform, improving **aggregate form-based conversion rate by 30%** across product
  Conducted customer interviews, research via feedback and **verified navigational pain-points** via **fullstory** session recordings
  Identified onboarding **drop-offs via funnel analysis** & launched assisted onboarding, enhancing time-to-value by 40% (from 30 to 12 days)
- **Led the 'servicification' of In-product feedback tool** for vSphere+ PMs to enhance the specificity, timeliness, and quality of user feedback

Data & Analytics

- Developed a business focused **exec dashboard** and introduced **cohort-based** and **persona-based analytics** as part of product 360 dashboard
- Designed **funnels and dashboards** using Fullstory for data, performance measurement and key metrics tracking and analysis
- Collaborated with cross-functional PMs & analytics team for metric definition and data validation to **improve dashboard reliability**

Stakeholder Management

- Led bi-weekly stakeholder meetings with UI/UX/engg to communicate user pain-ponts & metrics, prioritize initiative and align teams
- Created 10+ PRDs, worked with UX to align requirements to produce wireframes & worked with engineering (15+) to negotiate timelines
- Appointed as **Co-lead for PM think tank**. proposed & worked with India site strategy team, created a **strong community of 50+ PM**

Associate Architect | Microland Limited | *enterprise IT infrastructure & digital transformation company*   *Jul'18 – Feb'21*

PM lead for Binarystack: Designed & developed 3 innovative enterprise products & 10+ Proof of Concepts leading to revenue uplift of $30M

Product Management

- Launched **primary features by empathizing** with user needs & **launched *Binarystack***, a platform to simplify user's cloud experience
  Reduced customer's **cloud resource *deployment time* by 70%** by building **configurable** & **re-usable templates** (Infra-As-Code)
  Improved **cloud operation efficiency** *by 15%* by developing a self-service **drag-and-drop** task automation platform using ReactJS
- Spearheaded **sprint planning** for a team of 5 developers & 2 QAs to manage **epics**, **engineering backlogs**, product testing & release mgmt.
  Identified drop-offs via funnel analysis & **improved conversion rates** *by 60%* by implementing **one-click resource discovery** using Cloud APIs
  Saved ~640 developer-hours by collaborating with other Microland PMs to identify developmental synergies & deduplicate efforts

Product Development

- Envisioned & launched **Cloud Economics** Service, leading to **reduction of one-time cloud costs** by 22% for Microland's Customers
  Created BU-specific & **CXO cost dashboards** to improve *cost visibility & accountability*, reducing **root-cause identification time by 20%**
  Built **Machine Learning**-*based cost governance, forecasting & budgeting tools*; led to **~10% monthly savings** by plugging cloud costs leaks

Business Development

- **Secured 10+ business leads** & exemplified Microland's tech proficiency by developing **multiple MVPs** in partnership with **VMware** & **Nutanix**
  Increased inbound leads by 50% via Singapore partner (**Singtel**) by developing product features to cater to B2B2C model of service delivery
  Co-authored a **security whitepaper** for ONUG, Dallas, enabling US market expansion for security practice & **securing accounts worth ~$800k**

Education

Indian School of Business | MBA (PGP) | Majors: Strategy and Marketing | GMAT: *730 (top 4%-ile)*   *Jun'21-May-22*

National Institute of Technology Warangal | B.Tech | Electronics and Communication Engineering   *Jul'14-May'18*

    Intern, Microland Limited (Converted to offer): Developed **MVP to track user flows** & log consolidated metrics in distributed applications

Other Activities and Interests

Music: **Trinity College London Certified (Level: Grade 4)** *Pianist & Performer***,** performed in college cultural fests and music nights

Hackathons**:** Winner/Finalists of 6+ Product and Technology Hackathons by notable brands like **Microsoft**, **LendingKart** and **Samsung**