RENUKA KULKARNI

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EDUCATION

MBA

University of California - Riverside
2021-2023

Women in Business (President),
Product Club (Vice-President),
Graduate Ambassadors (Vice-Chief),
Programming Club (Board Member)

B.E. in Computer Science

Govt. College of Engineering, India
2010-2014

INITIATIVES

Women in Business - Founder & President
- Started the club to create a community to strong women leaders and to promote equity and professional development
- Started Initiatives such as **DEI** workshops, **Male Allyship**, Strategy case competition, UC Collaboration, and **Mentorship** program in the club

Product Club - Founder & VP
- Started a club for graduate students, addressing their need for additional resources to gain PM skills and knowledge through customer discovery, and created a roadmap for the club's expansion.

CERTIFICATIONS

Enterprise Design Thinking Practitioner
IBM

Technical Product Management
LinkedIn Learning

Product Marketing Foundations
LinkedIn Learning

AWARDS

- **Outstanding International Student, UCR** (2023)
- **Dean's Scholar, UCR** (2021)
- **On the Spot Award, TCS** (2018)

SKILLS

Customer Discovery | Prioritization | Framework | Product Positioning | Machine Learning (ML) models | GIS | Go-to-Market Strategy | Market Research | UX/UI | Agile Methodology | Data Analysis | SQL | Tableau | Figma | Design Thinking

TECH AND PRODUCT MANAGEMENT EXPERIENCE

Sr. Product Manager Tech Intern

Amazon.com   June 2022-September 2022

- **Improved stop location accuracy by 35%,** resulting in **12% more on-time deliveries** by developing a data-driven solution to elevate driver's experience for bulk deliveries at locations with high-rise buildings, mailrooms, and lockers.
- Identified the scope of the problem by conducting customer discovery interviews, 2 ridealongs, and communicating with User Research and Driver Experience teams in the US and UK.
- Defined a shared North Star vision for Routing and Geospatial teams to solve complex problems of shared deliveries and improve GIS location data quality by working with engineering, data scientists, and BI teams.
- Created a robust product roadmap with solutions to improve ML models, location database, and routing algorithms by utilizing Kano and MoSCoW prioritization frameworks, and defined quick wins and other milestones along with success metrics.
- Created prototypes using Figma to design and iterate on minimum viable products (MVPs), ensuring the product strategy is translated into tangible and visually compelling feature mockups.
- Utilized data analysis to provide valuable customer insights and presented a detailed Product Requirement Document (PRD) to Directors of Applied science, Routing and Geospatial teams.

Business Consultant Intern

National Science Foundation (NSF) - Icorps   January 2022-March 2022

- Developed a comprehensive business plan utilizing the Business Model Canvas framework, incorporating competitors' strengths and weaknesses through SWOT analysis, ultimately leading to a **30% increase in projected revenue**.
- Devised effective marketing strategies tailored to various media channels and implemented pricing strategies aligned with target customer preferences and willingness to pay, resulting in a significant **60% increase in user adoption rate**.
- Conducted market research to identify customer pain points and preferences, leading to the development of a loyalty program that **increased customer retention by 20%** and generated $1M in incremental revenue.

Technical lead

Tata Consultancy Services   October 2019 – August 2021

- **Reduced migration failures by 75%** and manual efforts by 20 hours per migration request by developing an automated PowerShell script to update older file versions and associated metadata, which improved the document quality, and increased document metadata consistency.
- Led key projects with planning and execution of sprint tasks and deliverables **generating revenue of $1.2M USD** by defining project scope using Agile Methodology
- Designed a service to integrate sites with Knowable using Rest API to perform data visualization on client's internal documents to monitor usage statistics resulting in a **50% increase in client satisfaction**.

Idea Innovation lead

Tata Consultancy Services   May 2017 – September 2019

- Championed cross-functional collaboration to identify enhancement prospects in various applications, leading to successful implementations of user interfaces and task automation which resulted in a significant reduction of 5 hours per month in manual efforts and a **40% decrease** in overall operating costs.
- Led the idea innovation program at SBG (Strategic Business Group) level to create effective solutions such as chatbots and IoT to **improve the Customer Satisfaction Index to 97** by organizing ideation week, deep diving into the problems, and analyzing incident tickets in Service Now.

SharePoint Developer

Tata Consultancy Services   January 2015 – August 2018

- Identified technical issues and evaluated requirements received from clients to implement optimal solutions that resulted in a **30% increase in performance efficiency**.
- Led a team of 6 experienced tech consultants in the maintenance and support of a highly critical customer-facing e-commerce application which drives around **$39.6M revenue in B2B sales**.