UMANG SHAH

(pronounced: Oo - maang)

**Product Director
Entrepreneur
Strategist**

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ABOUT ME

I'm a Product Director and Manager with a passion for design thinking, agile methods, and innovation.

I bring over 19 years of experience in delivering products and services focused on big data analysis in the telecom, healthcare, urban-planning and government domains.

I also have spent over 10 years in leadership roles managing product development and strategy. You'll see in my resume that I've built successful products and companies from the ground up and have set industry standards in the domains I've worked in.

I've built my career around using robust data along with open, honest communication to address challenging problems, and have done so repeatedly in companies that operated successfully at national and international scale. I act as a data, analytics and product management subject matter expert on the teams I lead.

EDUCATION & CERTIFICATIONS (2003-2023)

**Carnegie Mellon University
Tepper School of Business**
MBA Candidate (2023 -)

SAFe Agile
Product Owner / Manager 5.1 (2023)

MIT Sloan Executive Education
Mastering design thinking (2020)

Grey Atom
Data Science Masters Program (2019)

University of Mumbai
BE in Electronics Engineering (2003)

ASK ME ABOUT…

- My experience with **Entrepreneurship**

- Interesting experiences in my 19+ years working with **Data Analytics and Visualization**

- How I leverage **Design Thinking** to champion **Customer Experience**

- Why **Market research** and **Benchmarking** are key parts of my **Business Strategy**

- How I've managed **Solution Delivery** in local, national, and international markets

CURRENT ROLE

WaveOn Health October 2023 - Present
Consulting Head of Product I Pittsburgh, PA

INDUSTRY

Startup building a platform for injury prevention and rehabilitation management of professional and amateur athletes

RESPONSIBILITIES

- Championing CEO's vision, leading cross-functional product strategy.
- Guiding the full product lifecycle, aligning with market needs.
- Owning roadmaps, prioritizing features, and overseeing launches.
- Designing and developing app for seamless athlete experience, user-first.
- Aggregating various cloud solutions to create a unified user experience within the app.
- Forging strong partner ties, ensuring ecosystem success.
- Analyzing feedback, trends, and iterating for satisfaction.
- Amplifying customer success, acting as their voice.

TIME ALLOCATION

- Engaging with customers,
- Core product management (roadmap, requirements, pricing, etc.),
- Developing the partner ecosystem,
- Cross functional strategic initiatives.

SUCCESS METRICS

- **Total Paying Users on Platform**: Measures the growth and adoption of the product, indicating the number of customers who find value in the offering and are willing to pay for it.
- **Weekly Active Users (WAU)**: Reflects the engagement level of users with the product on a regular basis. Measure of ongoing value and retaining users' interest over time.
- **Service Gross Margin**: Assesses the profitability of the product by comparing the revenue generated from the product against the costs associated with delivering the service. A healthy service gross margin contributes to the overall financial success of the product.

PAST ROLES & EXPERIENCE

RS21 February 2021- March 2023
Director of Product I Pittsburgh, PA

INDUSTRY

Product agency specializing in AI, ML and big data analysis, working across healthcare, government, national labs, and private sectors

RESPONSIBILITIES

- Primary lead for company's flagship products - Location Intelligence platform (Localia), Community Insights (SDOH) and partner contributor for Satellite Anomaly Detection (SPAICE).
- Lead the development of RS21's internal AI engine (MOTHR) enabling visualization, analysis and integration of big data.
- Lead the development and implementation of RS21's agile product development process that made work streamlined and sustainable.

HIGHLIGHTS & ACHEIVEMENTS

- Lead the product strategy, conceptualization, roadmapping, development and launch of a Location Intelligence Platform (Localia) from the ground up
- Built a 3-year, USD 7 Million product revenue pipeline and met product license and services revenue projections for 2022. RS21 raised 3M$ from Thayer Ventures based on Localia.
- Signed the first 5 paid customers with ARR within one quarter of product launch
- Work done using Localia was presented to CDC (2021), the American Trails Summit (2022) and through the Wellness Equity Alliance at the White House (Nov 2022)
- Co-authored an IEEE paper, "Using mobile location data to predict community variation in disaster impacts", which was presented at the Resilience Week 2022 conference

Localia customers:

- The City of Albuquerque, NM.
- GSA
- Wellness Equity Alliance
- Missouri Department of Health
- The City of Goodyear, AZ.
- American Trails
- Appalachian Trail Conservancy

PRODUCT SPOTLIGHT : LOCALIA

Localia is a data-ready location intelligence platform that delivers insights for any area of interest across the US. Localia combines anonymized location data with social, health, climate and other determinants to help stakeholders understand utilization/visitation of public spaces.

Localia is built for use cases in Parks & Rec., Urban Planning, Economic Development, Healthcare Commercial Real Estate and Disaster Resilience.

Localia's features include a customizable dashboard, ML based occupancy estimates, custom geofences, Interactive GIS maps, Filtering and Aggregation as well as an Automated Data pipeline and CI/CD.

RedMango Analytics August 2014 - March 2021
Co-Founder and Executive Director I Pittsburgh, PA & Mumbai, IN

INDUSTRY

Big Data Analysis, IoT (Internet of Things), Geospatial data, Customer Experience, Industry Benchmarking and Infrastructure development.

RESPONSIBILITIES

- Built the company's suite of products that measure and analyze customer experience over networks, devices and applications
- Negotiated business agreements with top telecom and government / industry regulators, and delivering products, analytics, and reports to them.
- Grew the organization from 0-200 employees and USD 1M+ in revenue in the first 3 years.

HIGHLIGHTS & ACHEIVEMENTS

- Positioned RedMango as the standard for measurement of customer experience and data services across India, capturing both quantitative and qualitative data that appeared in gov't and industry reports.
- Launched customer experience measurement and analytics products that have impacted the customer journeys of over 300 Million consumers.
- Grew the company from 3 founders to 200 people with multi-year, multi-million $ contracts.
- Applied for 6 patents - Algorithms for measurement of mobile customer experience.
- Built an IoT System to automate the measurement and reading of utility meters.

PRODUCT SPOTLIGHT

TRAI MySpeed Consumer Application & Big Data Analytics Solution

RedMango solutions helped the telecom regulator in the world's 2nd largest market measure and evaluate customer experience on mobile networks and devices.

RedMango Analytics teamed up with TRAI to launch the TRAI MySpeed Application that helps consumers measure the quality of mobile broadband internet and report the results to TRAI. The reported results are analyzed using the RedMango Big Data analytics solution to power the consumer analytics portal that helps consumers as well as TRAI understand mobile broadband connectivity & quality across the nation.

PhiMetrics Technologies December 2007 - July 2014
Director of Business Development I Mumbai, IN & Hoboken, NJ

INDUSTRY

Big Data Analysis, Customer Experience Benchmarking, Network & Process optimization.

RESPONSIBILITIES

- Responsible for leading the company's marketing and business development from the Startup phase to a Multi-Million dollar organization with forays into 10+ countries in APAC, ME and Americas.
- Responsible for Identifying solution requirements, designing RFI/RFP responses and Proposals.
- End-to-End sales management from Pre-sales to Costing, Pricing, Contract Negotiation & final sales closure for overseas projects.

HIGHLIGHTS & ACHEIVEMENTS

- Creating network & customer experience audit templates that are the benchmark in the industry today.
- Designed and delivered customer experience improvements on 3G & 4G networks in India, Sri Lanka, Bangladesh, UAE, Turkey, Malaysia, Cambodia, Jamaica, Barbados and Bahamas.
- Sold & Delivered India's first ever social media & phonebook aggregation application for feature phones to Virgin Mobile India.

OTHER ROLES

CSI Canada March 2007 — December 2007
Account Manager | Canada
Responsible for selling compliance, risk management and governance solutions for the Canadian and US markets.

Actix January 2006 — March 2007
Technical Account Manager | India & South Asia
Achieved team sales targets of approx. US$ 3M in India & South Asia in the first year (including product, services and SaaS sales).

Huawei July 2005— January 2006
3G Engineer | Mumbai, IN
Supported the company's launch into India's telecom sector.

Airtel & Nokia October 2003— July 2005
RF Engineer | Mumbai, IN
Planned, optimized, deployed, & maintained India's first 1800 MHz cellular network.