

Sanjana Surange

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Education

2013	Master of Business Administration, Symbiosis International University, Pune, India
2010	Bachelor of Engineering, Rajiv Gandhi Technical University, Bhopal, India

Conferences

- Surange S., *Predicting Customer Satisfaction using Key Performance Indicators of a Project*: International Conference of Operations Research and Decision Sciences, Indian Institute of Management, Vishakhapatnam, December 2019 (nominated for the best paper award)
 - Surange S., *Predicting Customer Satisfaction using Key Performance Indicators of a Project*: 17th All India Management Scholars Conference, Indian Institute of Management, Kozhikode, January 2020
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Research Experience (Industrial)

- **Recommendation algorithms for optimizing the performance of digital marketing campaigns on Facebook pertaining to adjusting bids:**
Carried out for a company selling digital ad management software to major E-commerce companies in India. Analyzed historical campaign performance data along with demographic and behavioral data of over 80 million users to give a quantitative model to predict optimum bid value and bid type for Facebook ads.
 - **Effect of social v/s quality factors on user churn in the Indian telecom sector:**
Market survey of 500+ telecom customers from 5 major telecom operators in India to establish whether users prefer quality (resulting from internal implementation of Six Sigma methods by the operator) of service over increased accessibility to their social circle. It was inferred that the users judged telecom operators on quality only if the given operators did not provide customized pricing plans for social circles, where the user could contact their selected friends and family members at a lower price.
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Professional Experience

8 years of experience in product management, user experience and marketing strategy for mobile apps and SaaS-based products, market research on buying behavior of small and medium scaled enterprises for defining product roadmaps and go-to-market strategy.

2019- 2020

Vodafone Idea Limited (Mumbai, India): Assistant General Manager, Product Analytics and Monetization

Exploration of unique market opportunities and design/implementation of new product solutions to monetize data assets comprising of demographic, geographic and behavioral data of over 330 million Vodafone Idea subscribers.

- Defined and implemented new product capabilities for Vodafone Idea advertising platform, enabling B2C businesses target their audiences more effectively
- Defined product workflows and implemented a new telco-data based lending system (designed in collaboration with a multinational NBFC), to increase credit penetration in semi-urban and rural areas of India

2018- 2019

Mswipe Technologies (Mumbai, India): Regional Manager, Enterprise Product Solutions

Customization of products in the payments domain for enterprise customers. Devised adoption strategy for a point of sale, consumer lending product.

- Devised a marketing plan for one major NBFC for a card-based loan disbursement program by Mswipe, including sourcing and conversion mechanisms of 9 Million high quality leads and user retention strategy to increase transaction volumes to Rs. 1Cr
- Designed workflows for an offline billing and payment solutions enabling airlines to accept card payments during the in-flight service
- Designed workflows for a new B2B procurement app, co-implemented (with partner organization) the marketing strategy to onboard over 1000+ small grocery (Kirana) stores in a month

2017- 2018

Bluetie Global (Mumbai, India): Senior Marketing Strategist

Defining and executing market launch strategy for a C2C, professional networking app, covering multiple digital channels.

- Developed and executed the market launch (go-to-market) strategy for BlueTie, getting more than 10,000+ customers in a month
- Design and implementation of a growth hacking and a user engagement plan, comprising of 9 digital channels and 2 offline channels that resulted in a 1000% growth in new customers and a

10% reduction of in churn rate of newly acquired users via user engagement strategies

2015- 2017

Mindstretch Learning Lab (Bangalore, India): Product Manager

Product lifecycle management of 3 ad-tech products, including conceptualization, user experience, design, and go-to-market. Analysis of demographic and behavioral data of over 80 million Facebook users to formulate digital marketing recommendation algorithms.

- Product design and UI/UX: Conceptualization, work-flow, and user adoption strategy for 2 products: 'BrandU' and 'AdsTrak.'
- Improvised 2 recommendation algorithms for AdsTrak E-com, to optimize ad campaign performance, by mining data of over 80 million users
- BrandU launch: Gathering business requirements, website set-up, video marketing collateral, training, onboarding & query handling of enterprise users, planning and implementing GTM
- AdsTrak launch: Defining paid campaign metrics for ads, defining telephonic sales call scripts for SME leads, writing sales proposals for >30 key prospects
- 6 new features in AdsTrak that resulted in a 37% reduction in cost per lead for AdsTrak users (e.g., introducing an option to enter pin codes to allow users to do hyper-local marketing)
- Reduced churn by 33% in BrandU by implementing 4 new features in BrandU (e.g., changing the placement of the call to action button on the welcome screen)
- Reduced CAC by 25% for a major online travel company in a span of 4 weeks by assessing historical data of past 1 year
- Have driven digital marketing campaigns for over 1 Million app installs and have reduced cost per acquisition by 50% for respective clients

2013- 2015

Tally Analytics (Bangalore, India): Product Manager

Market research and requirements analysis conducted among the existing customer base of 100,000 small-medium enterprises. Conceptualized and defined user workflows for 7 products to work in sync with the company's flagship product.

- Conceptualization and workflow design of 4 applications (Bank catalogue, Statutory catalogue, B2C Retail, and Data Analysis application)
- Detailed analysis of data points used in banking ledgers and their future integration in the Bank catalogue to ensure a seamless experience to Tally users.

- Assessment 3 types of unique product ID systems to design the workflows of the Tally Product catalogue application
- Built the functional design, product plan, and marketing strategy and information flow for B2C Retail application in 4 months
- Assessment of business/corporate taxes for 48 countries across Asia in the Indian Taxation System to define workflow for the Statutory Catalogue application

2010- 2011

Clead (Indore, India): Marketing Executive

Execution of below-the-line marketing activities, conducting seminars and forming partnerships with various educational institutions

- Generated 100+ leads for various educational programs offered by the organization
- Formed strategic alliances with 2 educational institutions
- Organized 3 BTL marketing activities across schools to help create awareness about the brand

Software proficiency and other certifications

- Statistical analysis: SPSS, R
- Programming languages: C, C++, VHDL
- Digital marketing: Facebook Blueprint Certification, Google Adwords certification
- Other professional tools: Moqups (for UI design/wireframes), Asana (for project management)