

Vinaykrishnan Menon

Product Management || Strategy
Business Analysis || Consulting
Subscriptions and aaS || Offer Management

Mobile: +1-775-350-3649
vinaykrishnan.menon@gmail.com
[Vinaykrishnan Menon | LinkedIn](#)
Austin, TX, USA

Professional Summary

Product Manager/Business Analyst with 14+ years in technology, combining a Computer Engineering background with product ownership, backlogs, business analysis, user stories, roadmaps, monetization, subscription models, digital transformation, process improvements, cross-functional collaboration, commerce, Go-to-Market, and offer management in enterprise technology. Combines curiosity, critical thinking, strong communication skills, technical foundation and strategic business acumen with an MBA + MS in Digital Technologies from Boston University.

Skills

- Product Management • Use Cases • Scrum/Agile • Backlogs and Roadmaps • Product Strategy
- Subscriptions • Offer Management • User Flows • Consumption-based Models • Monetization
- Business Analysis • Requirements • Cross-functional Alignment • Stakeholder Management
- Business Case Creation for AI Solutions • Business Value Realization & Tracking • CPQ Tools
- Strategic Consulting • Business Process Improvement • Gap Analysis • Solution Definition
- UI/UX • Wireframes • Vibe Coding • Prototyping • GTM • Rule Definition • Digital Transformation
- JIRA • Confluence • Figma • MS Word • MS Excel • MS PowerPoint • MS SharePoint • MS Visio

Experience

Dell Technologies • Senior Advisor - Product Management

Jun 2021 - Present (4 years and 2 months) • Round Rock, Austin, TX

- Enable B2B customers to adopt Dell's infrastructure solutions and services on usage-based consumption models to utilize elastic capacity and rapidly adapt to changing needs in a multicloud world, helping the program achieve 100% growth YoY for 3 years.
- Lead Product Strategy and Digital Transformation roadmaps for Infrastructure Solutions Group (ISG) leveraging First principles thinking at all stages of planning; thus aligning product initiatives with market needs and gaps, and strategic business objectives.
- Conduct market research, analyze customer feedback, and evaluate competitive landscapes to build business cases and drive data-informed product decisions to increase B2B sales.
- Collaborate cross-functionally with engineering, UI/UX design, legal, operations, compliance, marketing and sales; leverage JIRA/Confluence/SharePoint to define and deliver 20 subscription-based B2B Enterprise offerings through consumption-based billing programs.
- Reduce Sales turnaround time for quoting and pricing by over 75% by leveraging internal CPQ tools to generate quotes for CapEx sales, usage-based ratecards and subscriptions.
- Delivered pricing strategies for usage-based billing, reducing lost opportunities by ~15 points (~24% to ~9%) due to availability of more pricing options while preserving target margins defined by the organization.
- Defined requirements for internal CPQ automation apps, enabling 80% of the sales org to self-serve quoting. Reduced turnaround time from a 48-hour SLA (dependent on experts) to under an hour (~98% improvement in speed and efficiency).
- Define project prioritization using scorecard models linking product decisions to KPIs to revenue, margin and risk; align internal stakeholders through structured requirements gathering and stakeholder engagement; thus reducing decision-making time by over 50%.
- Evaluated an AI-based anomaly detection solution using unsupervised ML models (K-means and DBSCAN clustering) for usage-based billing, to assess fit against traditional manual rule-based checks. Built a business case by estimating potential revenue leakage and operations workload savings versus cost for AI solution engineering and subsequent

monitoring efforts. Tracked value realization for the AI solution through metrics such as revenue protected by preventing billing errors (~\$350K annually) and reduced manual review time, thus validating that the AI solution delivered measurable ROI before recommending for broader scaling across the organization.

- Evaluated an AI chatbot solution using natural language processing (NLP/NLU) to handle telemetry queries from Sales and Operations, to assess fit against traditional SME-led support. Built a business case for value definition by estimating telemetry expert time saved versus cost for development and maintenance. Tracked value realization for AI Chatbot through adoption metrics (~60% of Sales/Ops reps adopted the chatbot) and time saved for higher-value core telemetry work (~28 hrs/week across team; ~4 hrs/week per SME), thus ensuring AI solution delivered measurable ROI before recommending broader application across the organization.
- Interned at Dell during my MBA summer in the product management team; I helped research and define 30+ usage measures for Dell's usage-based billing program.

Tech Mahindra • Business Analyst

Feb 2014 - May 2018 (4 years and 2 months) • Reno, NV, and India

- Designed a product-based solution for IT systems to modernize Department of Motor Vehicles (DMV's) across the US and cater to over 4.3 million people and businesses
- Streamlined regulatory workflows (identity verification, licensing, compliance) resulting in a 30% reduction in customer wait times while adhering to statutory and audit requirements.
- Collaborated with government stakeholders to ensure product features aligned with policy, compliance, and privacy mandates while improving citizen experience.
- Defined requirements for transactional services (licensing, renewals, payments), ensuring secure integration with financial and regulatory third-party systems using APIs.
- Elicited and analyzed 3000+ RFP requirements for New Hampshire DMV and Nevada DMV to create Scope of Work document and over 110+ requirement specification documents using JIRA/Confluence and MS SharePoint along with MS Visio

Early Career Summary • Business Analyst/Consultant (2008 to 2014)

- Designed enterprise and mobility solutions across startups and SMBs, including ones that generated \$4M+ in revenue, supported \$3M+ in public finance disclosures for US citizens, increased lead-to-close sales conversion by ~20%.
- Contributed to modernization projects where technology directly supported infrastructure-heavy sectors (government services, logistics, and compliance), aligning systems with operational and regulatory requirements.

Education

Questrom School of Business, Boston University • (2019 - 2021)

- MBA – Product Management and Tech Strategy (High Honors)
- MS – Information Systems with focus on Product Strategy and Platforms (High Honors)

Birla Vishwakarma Mahavidyalaya, India • (2002 - 2007)

- Bachelor of Engineering (BE) – Computer Engineering

Certifications

- Pragmatic Certified Product Manager
- Professional Certificate in Product Management – University of Maryland
- edX Certificates: Product Management • Product Leadership • Product-Market Fit

What sets me apart

I value clarity, transparency, and have a strong bias for action. My integrity and work ethic drive me to take ownership without compulsion - and that gives me inner pride in doing good work with good people around me. I build things with the mindset of building them for myself or my family - with care and thoughtfulness. Because at the end of the day, real impact comes from genuine attention and relentless conviction.