

# RAVIKIRAN RAJAGOPAL

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## CUSTOMER-CENTRIC PRODUCT MANAGEMENT LEADER

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Innovative and strategic product management executive with over 12 years of experience in leading the full product lifecycle, from ideation to market launch and optimization. Specializes in creating award-winning digital experiences across mobile apps, enterprise platforms, and eCommerce. Proven track record of leveraging a customer-centric approach and analytical skills to drive significant revenue growth and user satisfaction in tech environments. Seeking to leverage extensive background in software development and strategic leadership in a Product Manager (Lead/GPM) role within a product-focused tech company.

## PROFESSIONAL EXPERIENCE

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### Director - Product Management, SeaWorld Parks and Entertainment Mar 2021 – Present

- Drove ~\$20M annual revenue increase by optimizing purchase funnel experience via rigorous A/B testing
- Elevated website satisfaction scores from 4 to 6 through user-centric redesigns for 12 websites
- Achieved revenue gains of ~\$10M by improving page load times by 15%, speeding up key site actions by 44%, and reducing checkout failure rates by 10% YoY
- Developed and executed a growth strategy that increased organic traffic, contributing to an estimated \$3-5M in additional revenue through effective SEO practices
- Led 5 cross-functional teams (product, content, development, A/B testing, SEO) for seamless collaboration
- Won 2 external awards for customer-centricity and received recognition for experimentation practices

### Product Manager - Digital Product Development, Prudential Financial Apr 2015 – Mar 2021

- Directed the development of Prudential Retirement's first consumer-facing mobile app, overseeing a \$6M annual budget and securing \$350M in AUM retention and acquiring \$10B in new client assets
- Enhanced app ratings from 1.8 to 4.8 on major platforms, achieving 700K downloads and maintaining 100K MAUs through strategic marketing and continuous product enhancements
- Launched the retirement industry's first authenticated Alexa app, earning innovation awards
- Rebuilt retirement account management & transactional features focusing on mobile & accessibility

### Senior Product Manager, AccuWeather Aug 2011 – Apr 2015

- Led the the strategic planning and launch of over 25 products in three years, 150% boost in advertising revenue by redesigning mobile applications directly contributing to a \$10M annual revenue increase
- Achieved top ranking in mobile apps through elevating app ratings from 3.0 to 4.4 with over 0.5M reviews, growing the user base from 1M to 35M, and significantly improving retention to over 10M monthly active users

### Lead Software Engineer, Various Companies Jul 2003 – Jun 2009

- Designed & developed software solutions for leading firms, including Robert Bosch, Visteon, & Schneider Electric

## EDUCATION

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MBA in Marketing from Penn State University, University Park, PA	2009 - 2011
Bachelor of Engineering in Telecommunication from PES Institute of Technology, India	1999 - 2003
Web Computing Diploma from National Institute of Information Technology, India	1999 - 2003

## CORE COMPETENCIES

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Strategic Product Leadership | Customer-Centric Product Design | Data Analysis | Agile & Scrum Methodologies | Cross-Functional Team Leadership | A/B Testing & SEO Optimization | Product Growth