

MEERA PATEL

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PROFESSIONAL SUMMARY AND CAREER HIGHLIGHTS

Technical Product Manager with experience managing end-to-end Location Intelligence SAAS through product innovation, strategic planning, and customer experience optimization. Career highlights include:

- Explored and led strategic decision making for development of MAP message for Cellular Vehicle to Everything Else, leading to filing of a patent “Systems and Methods for Transforming High-Definition Geographical Map Data into Messages for Vehicle Communications
- Led end-to-end B2B SAAS product development that led to an increase in revenue by 20% funneled by competitive insights and customer problem statements
- Increased customer adoption and awareness for a Location Intelligence product via various outreach programs

PROFESSIONAL EXPERIENCE

TECHNICAL PRODUCT MANGER, EMERGING PRODUCTS | COMPANY X | 2019 – 2022

- Identified and led the first automated MAP message development for Cellular Vehicle to Everything Else (CV2X) framework to increase safety and efficiency for drivers by connecting vehicles to traffic signals and other roadway infrastructure
 - Created JIRA artifacts and prioritization of user stories, creating a product roadmap while testing and creating feedback loops for an agile product development
 - Identified industry leaders and technological platforms that currently use MAP messages., developing a business partnership with a #1 company that currently has a cloud-based platform
 - Collaborated with internal teams that were creating platform for CV2X device technology and a team that was creating a transportation insights platform
- Spearheaded development of an application to collect data from movement of forklifts to show where there were congestions on the warehouse floor with the goal of increasing operational efficiencies
- Led partnerships with key technological partner companies and internal Verizon teams to validate 3 Proof of Concepts
- Completed competitive analysis including SWOT analysis for various initiatives like indoor positioning and MAP messages
- Engaged with vendors and internal teams to increase the ecosystem for ThingSpace (an IoT Platform for developers) Location System with the goal of providing a high level of spatial accuracies indoors

PRODUCT MANAGER, LOCATION INTELLIGENCE | COMPANY Y | 2010 - 2019

- Increased Location Intelligence adoption among customers by 20% via partnering with the Design team and other stakeholders to enhance the product's legacy interface and user experience
- Led Product Development for a seamless integration of Location Intelligence component in a dashboard creation tool, allowing customers to upload their data and generate location insights from the data for e.g., generated revenue of customers in a particular zip code
- Improved customer satisfaction for Location Intelligence by conducting GAP and SWOT analysis to assess product line strengths and identify areas for improvement
- Ensured successful delivery of features by meeting both internal and external customer needs while managing trade-offs between cost, schedule, and business benefits
- Boosted customer adoption and feature awareness through customer facing roles and by collaborating with the sales and marketing team to deliver presentations and hands-on training

GIS SPECIALIST | COMPANY Z | 2007 - 2010

- Provided Technical Leadership for complex data visualization projects by applying existing technologies in new ways to create media-rich and data-driven forms of scholarly publications over space and time

KEY SKILLS

AGILE PRACTITIONER

- Taught, coached and mentored a team of 5 engineers and 2 quality analysts in adopting and using Agile values and principles, ensuring alignment to Scrum standards while promoting an Agile mindset in order to deliver a Location Intelligence Component for a BI Software Company

PRODUCT INNOVATION

- Identified industry 1st automated way of generating industry standard messages to inform connected vehicles and infrastructures about road geometry and rules

COMPETITIVE ANALYSIS

- Researched and analyzed competitors—their business models, products and services, strengths and weaknesses, opportunities and threats from multiple sources for key product initiatives like Indoor Location Services

COMPUTER SKILLS

- ArcGIS Suite of Products, Adobe Creative Suite, Azure Prototyping, Lucid Chart, Python, SQL

CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

Certified Scrum Product Owner (CSPO) | Scrum Alliance

Design Thinking Practitioner | Verizon

EDUCATION

Master of Arts in Geography | Kent State University, Kent, Ohio

Bachelor of Arts, Honors Geography | The University of Burdwan, Burdwan, India