

# ANANYA SHARAN

## Product Management Leader

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### Summary

Seasoned Product Management leader with a solid technical background and proven track record of guiding products from ideation to launch to evaluation. Strong cross-functional leader collaborating with Leadership, Business, Product, and Sales partners to drive alignment in both startup and established corporate environments. Especially adept at excelling in ambiguous setups across a spectrum of industries while continuously developing new skills. Discovery, Search, and AI expert with strong customer empathy and experience in designing user interfaces with a goal to increase conversion and LTV.

### Education

DUKE UNIVERSITY The Fuqua School of Business Durham, NC  
MBA, Marketing and Strategy | Merit Scholarship Recipient

London School of Economics and Political Science London, England  
Term Abroad

MANIPAL INSTITUTE OF TECHNOLOGY Manipal, India  
BE, Computer Science | Top 5% of graduating class

### Experience

Cruise San Francisco  
Lead Product Manager, Pickups and Drop Offs for AV Behavior 11/2021 - Present  
Self-driving service

- Authored vision and roadmap for Pickup and DropOff (PuDo) experience and design for Cruise's autonomous Ridehail and Delivery experiences leading to a foundational re-architecture of Cruise's pullover system
- Defined and evangelized multi-year roadmap for Cruise's PuDo behavior, driving alignment across XFN teams at C-level, and liaised with external stakeholders (CPUC, SFMTA) to share progress and strengthen regulatory relationships.
- Shipped continuous improvements to different components of the AV stack to drive down walking distance to ride start (#1 customer pain point, highest visibility product experience in the org) from 200 m to 30 m.
- Set PuDo metrics and testing strategy from 0-1 for Cruise's commercialized operations at scale.
- Co-authored a patent filing for AV's ability to dynamically react to scene and traffic changes while picking up or dropping off customers.

PANDORA Oakland  
Senior Product Manager - Voice and Search 05/2018 - 11/2021  
Audio streaming platform

- Launched Pandora's "Voice Mode" (native voice assistant) to its 65MM MAU's. Winner of 2020 Webby Award for Best Branded Voice Experience
- Partnered with org leaders to define multi-year roadmap for Search to drive MAU growth across ad-supported and subscription tiers.
- Launched Unified search UX across all listener tiers to drive direct top-line revenue impact through increased Premium Access sessions (+90%), and reduced failed searches (47%).
- Defined and led the search strategy and roadmap for Podcasts.

MACYS Inc San Francisco  
Senior Product Manager - Search and Discovery 11/2015 - 05/2018  
Ecommerce and retail giant

- Built and launched brand-new Autocomplete system leveraging user search logs to drive ~\$25MM annualized revenue.
- Led exploration of Natural Language Search, ML, and AI technologies A/B tested vendor solutions, communicated learnings to leadership and advised on investment strategy for search.
- Defined product strategy and roadmap for Search and Autocomplete on macys.com and bloomingdales.com.

## Experience

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### ASK PARTNER NETWORK (APN)

Oakland

Senior Product Manager - Desktop and Mobile Search

12/2012 - 11/2015

Search platform

- Defined product strategy and design for APN search sites (5 domains 2B queries/month). Presented partnership strategy and product vision to key client leading to \$300MM contract renewal.
- Spearheaded extensive market research and competitive analysis of worldwide mobile landscape to inform the vision and roadmap for mobile search business. Designed and launched 3 mobile search sites with different search providers in order to meet business needs.
- Constantly monitored competitive landscape to discover new product ideas and business opportunities. Conceptualized and executed several winning A/B tests on all APN sites to evaluate new products.

### NEXTAG Inc

San Mateo

Product Manager - Web Optimization and Differentiation

01/2010 - 12/2012

Price comparison shopping engine

- Defined and led business case, gathered requirements, wrote user stories and user acceptance criteria for Nextag.com US and international Desktop and Mobile sites (\$70 MM annual revenues).
- Launched innovative solutions on Nextag's SERP to provide differentiated shopping experience to price conscious shoppers leading to RPV and SEO boost.
- Led redesign of homepage from ideation to execution to increase direct navigation traffic share and support Nextag's branding and PR initiatives.
- Concepting, executing, analyzing and synthesizing research using a broad range of techniques including usability testing, A/B testing and competitive analysis.

### DELL SERVICES for UBS AG

Bangalore/London

Project Lead / Designer, Developer

07/2004 - 06/2008

Investment Banking/Software Service

- Generated a \$500,000 increase in revenues through a strategic approach to resolve issues quickly allowing for reduced downtime, more efficient trading, and bottom-line growth; supported the technical design needs of the Client Response Team responsible for MEMPHIS (Multi Entity Multi Platform Highly Integrated System) after being selected from more than 40 candidates.
- Drove tremendous cost savings of \$2 million by expanding a system to support and automate trades of asset-backed securities
- Improved the trade management system which supported UBS's off-shore operations in facilitated cooperation between cross-functional teams in London, Hyderabad, and Singapore in successfully managing this \$1 million project.
- Lowered manual translation and drafting needs by 70% through the successful modification of the UBS system to produce automated interest rate trade agreements in German.
- Reduced costs by \$3.6 million by directing a four member team in developing a system to meet Depository Trust and Clearing Corporation (DTCC) compliance for interest rate products and allow UBS to better respond to market needs by auto-matching trades of compliant counterparties.

## Certification

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Certified Scrum Product Owner — Which institution issued the certificate and when?