

# SALIL JAKHADIE (CSPO | CSM)

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## PROFESSIONAL SUMMARY

As a Full-Stack Product Manager with over 5 years experience in the product space, Salil brings extensive experience implementing AGILE methodologies with LEAN, Scrum & Hybrid frameworks. Salil owns the product lifecycle from idea-to-launch for products across B2B & B2C verticals in industries like IoT, Mobile, SaaS and eCommerce Software. Building collaborative teams in Vancouver's technology and entrepreneurship sectors, Salil has spearheaded product development of hardware, software and IaaS projects.

## SKILLS

**Ethos:** User-Centric, Solution-Oriented, Data-Driven, Platform Agnostic.

**Expert:** LEAN, Agile, Waterfall, Hybrid, SCRUM, Kanban, Gantt, Jira, Confluence, Asana, Slack, Trello. Adobe CC Suite, G-Suite, MS Office Suite, Mac, Windows, Android, iOS.

**Advanced:** Voice UX/UI Design, Voice Apps, Chatbots, Visual Studio | CMS: WordPress, Drupal.

**Intermediate:** IoT, JavaScript, HTML, CSS, Autodesk Fusion360.

**Learning:** SQL, Python.

## Other Skills

**Areas of Expertise:** Competitive Analysis, Product Road-mapping, Design Thinking, Systems Thinking, Digital Strategy, Community Building, Culture Hacking, Content Strategy, Media Production.

**Exploring:** Neural Networks, Artificial Intelligence, Machine Learning, VR/AR/MR/XR.

## EXPERIENCE

### Senior Product Manager

**Convox.com**

**Dec. 2019 – Present**

Convox is an open-source project that solves integration challenges for every developer and engineering organization that wants to deploy onto the best production infrastructure in the world.

- Collaborated with Senior Product leadership and the executive team, focused on understanding the behavioral drivers of Convox's global ecosystem of B2B certified partners and customers.
- Responsible for the full product lifecycle and product roadmap from determining strategic initiatives.
- Created the product vision, defined OKR metrics, to prioritize product features for customers' needs, which aligned with Convox's business goals and objectives.
- Led dual-track agile design & development teams with UX/UI designers and engineers to validate (or invalidate) our hypotheses on future product features through user testing and prototyping.

#### Key Accomplishments:

- Created the vision, OKR metrics, and launched Convox's Voice/IoT channel partner product by enlisting industry leaders in the voice space like- Jovo, Botsociety, Bespoken and SaySpring. Allowing partners to configure and integrate the latest and best AWS/Kubernetes services to provide a production-ready infrastructure for their applications, saving them 35 hours per month in DevOps tasks.
- Led Convox Pro product strategy for our new flagship product for Voice & IoT SaaS companies which generates +\$5M in top-line ARR and increased retention to 2% gross customer churn.

### Head of Product Strategy

**Signature Blends**

**Dec. 2018 – Dec 2019**

Signature Blends offers a growing portfolio of smoking cessation products and is focused primarily on helping people quit smoking, supplying to over 100+ retail shops and ~10 distributors locally & internationally, besides manufacturing for several vape brands in BC. (Acquired by Premium Labs Inc.)

- Drive product strategy, plans, and initiatives that align with corporate strategy to increase the 40% YOY consistent growth of product in the target market of US/Canada.

- Develop product positioning, value props and messaging that differentiates Signature Blends' product in the market and addresses the needs of the target personas.
- Work closely with cross-functional teams like sales, pre-sales, customer success, services and partners for execution of GTM plan, field enablement and alignment.
- Provides direction to scrum teams including articulation of requirements, defining must have vs. good to have requirements, writing of user stories and backlog management.
- Drives marketplace expansion strategy by working with vendors that form a good market and technology fit and provide the exponential value for joint customers.
- Deliver trainings and rich content for domain and technical enablement across cross-functional departments.

### **Cofounder + Product Manager**

**The eBoards Co.**

**July 2015 – Dec. 2018**

The eBoards Co. was founded to solve “the last mile problem” and challenge the status quo in the current systems of transportation. We craft perfect Individualized Electric Vehicles in BC (**Acquired** by – **BackFire Boards**).

- Revamped budgets and owned P&L for annual sales revenue of \$1 million, working with stakeholders, developing new products while fostering relationships with vendors and training sales associates.
- Oversaw market research and intelligence, including competitive analysis, and defines market segmentation, buyer personas and influences product management to drive product and business decisions via road-mapping.
- Managed vendors & suppliers to effectively execute projects within time & budget constraints.
- Migrated departments into a turnkey operation enabling efficiency across multiple project lifecycles.

### **Digital Strategist**

**OpenMedia.org**

**July 2016 – July 2017**

- Optimized and implemented Content Strategy to stem user churn; increased donations and volunteers by 22%.
- Overhauled Digital Strategy roadmaps in an editorial and technical capacity in collaboration with the stakeholders.
- Crafted and implemented SoPs & techniques to improve effectiveness and efficiency of technical operations.

### **Associate Product Manager**

**Milo Enterprises Inc.**

**Jan. 2016 – June 2016**

- Created new business vertical providing end-to-end services for Hardware Entrepreneurs, start-ups (B2B + B2C streams) from product design, development, manufacturing, certification to marketing, shipping and e-commerce.
- Managed the entire SDLC of a Business Intelligence WebApp for SMB e-Commerce vendors with internal and external stakeholders across distributed “glocal” teams.
- Prioritized and aligned objectives to pare down feature list by 30% to enable rapid development of critical features.

## **EDUCATION**

### ***Bachelor of Arts - Communications & Entrepreneurship***

Simon Fraser University

*Concentrations:* Technology & Society | Media & Culture | Entrepreneurship & Innovation

### ***Diploma - Mechanical Engineering***

Directorate of Technical Education, IN

*Undergraduate Coursework:* Mechanical Design, Power Engineering, Manufacturing Technologies, Mechatronics, Fluid Mechanics, Software Foundations; System Design.

## **CERTIFICATIONS**

- **Certified Scrum Product Owner (CSPO).**
- **Certified Scrum Master (CSM).**
- Google AdWords Certification; Google Tag Manager Certification; Google Webmasters Certification.
- Google Search Console; Google Power Search; Google Advanced Power Search Certifications.
- Hootsuite and HubSpot Accredited.
- Currently pursuing **PMP and ACPMPO certifications.**