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VIVEK RAO

Sr. VP Products Solutions By Text



A consummate product leader with critical business and technical expertise. As a general manager, Vivek's balanced approach across disparate disciplines including product development, finance, marketing strategy, and operations has enabled organizations to uncover value from new revenue streams, product introductions and streamlined processes. Vivek is passionate about creating focus, establishing priorities, and delivering customer value. He is a hands-on self-starter uniquely adept in developing programs and/or creating processes from the ground up, and managing the risk and ambiguity inherent in blazing new trails.

- A customer-oriented product professional who is focused on end-to-end experiences
- Respected for his thoughtful perspectives on customer discovery, strategy, product development and business model execution

LEADERSHIP

- Marketing strategy definition and execution
- Customer / user development to create winning products
- Directing product development and growth with onshore / offshore teams

INDUSTRIES & MARKETS

- Consumer financial services, travel & hospitality, technology products with global reach
- Internationalization / localization of products and services
- Paid, subscription and 'freemium' products

STRATEGY

- Identifying product design, market segmentation, market entry strategy
- Customer acquisition, pricing, primary and secondary market research
- Competitive positioning, industry partnerships

PROFESSIONAL EXPERIENCE

Senior Vice President, Products

Solutions by Text | August 2016 – Present

Consultant and Start-up Advisor

Tandiya Consulting Group | August 2014 – July 2016

Product Manager – Yahoo! Mail

Yahoo! | November 2006 – March 2012

Finance Manager

American Airlines | April 2003 – October 2006

Product Marketing Engineer

Intel | October 1995 – April 2000

PROFESSIONAL EDUCATION

Master of Business Administration

Marketing, Finance, Corporate Strategy

Carnegie Mellon University | 2002

Bachelor of Science – Operations Research

University of California, Santa Barbara | 1995

KEY
COMPETENCIES
& STRENGTHS

SELECT BRANDS



RECENT WORK PORTFOLIO AND RESPONSIBILITIES

At **Solutions by Text**, as the **Senior Vice President of Products**, Vivek is uniquely positioned to serve in multiple roles. Vivek is mandated with managing existing products and features sets of the SBT platform while identifying new priorities to improve platform capabilities for SBT's clients and software partners. Vivek works directly with SBT's product development team to deliver new products, features, and services to the market. Additionally, Vivek also serves in a consulting capacity to SBT's ecosystem of clients and partners. In this outward-facing role, Vivek advises clients on best practices with respect to their product development processes, utilization of the SBT platform, and capturing the highest ROI for their investment in the SMS communications channel.

At **Sabre** as **Director of Product Management for Travelocity**, Vivek instituted product discovery and a feature prioritization process (Agile) by leveraging customer participation in usability labs to define minimum viable launch products. He also defined product and platform requirements by collaborating with business and technology stakeholders to determine key trade-off decisions and gain alignment on priorities.

Accomplishments:

- Optimized Hotel line of business, driving 75M+ annual site visitors and >1.1M annual bookings
- Improved line of business conversion rate by 200 basis points by focusing development milestones on key customer discovery features

At **Yahoo!** as **Global Product Manager for Yahoo! Mail**, Vivek led product management for broadband partnerships (55M+ users, >\$500M revenue) and international editions (190M+ users).

Accomplishments:

- Defined product requirements, go-to-market plans, and led 22-member team to launch Yahoo! Mail in 23 new expansion markets comprising 14M+ users
- Collaborated with stakeholders in business development, product marketing, engineering and legal departments to define favorable terms, contracts and outcomes for 20+ partnership opportunities

At **American Airlines** as **Finance Manager**, Vivek was selected to lead the annual budget target-setting process for American Eagle – a \$2.4B American Airlines business unit employing >10,000 pilots, flight attendants, maintenance personnel and management. He also partnered with the CIO and led the quarterly planning and project forecasting process to allocate \$100M in discretionary spending.

Accomplishments:

- Improved upon strategic planning activities by evaluating the business case and strategic fit of IT projects
- Recipient of the annual CIO award for driving process improvements and efficiencies valued at \$25M

At Intel as **Senior Product Marketing Engineer**, Vivek was recruited into the Microprocessor Marketing and Business Planning department.

Accomplishments:

- Drove optimal pricing strategies and 5-year microprocessor demand forecasts for the \$30B Pentium and Celeron product lines by developing analytical models for in-depth sensitivity analyses
 - Influenced executive-level product decisions by launching a process to report industry trends and convey market share dynamics for each microprocessor and memory product line
 - Managed relationships with semiconductor industry consortia (SIA & WSTS)
 - Measured efficacy of marketing programs in distributor sales channels by evaluating pricing trends in global microprocessor gray markets
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At Solutions by Text, our SVP of Products, Vivek Rao, is passionate about conceptualizing, building and shipping great products at a global scale. Vivek's passion for products, people and processes has enabled him to build a track record of driving focus and releasing products that have improved customer growth, engagement and revenue.

Vivek relies on his deep bench strength in multiple disciplines ranging from product marketing to finance, and from strategy to operations. Vivek's systems view and approach enables him to identify critical areas for innovation. Whether collaborating with executives in the board room, on conference calls with clients, or mentoring junior members, Vivek's focus has been to develop out-of-the-box thinking and ideas amongst teams.

Away from the office, Vivek enjoys spending time with his wife and two young children. Vivek's interests are varied – sports, biking, music and international travel. Vivek also enjoys serving as an informal mentor and seeks out opportunities to leverage his experiences to help others in both their professional and personal lives.

