Renjith Ponnappan

p10renjithp@iima.ac.in | +917874748281, +916366222479 | [Linkedin](#) | https://renjithponnappan.com/

Accomplished Product Management Lead with **15+ years of experience** specializing in EdTech, HealthTech, AI/ML, Streaming and Low-Code/No-Code platforms. I have a proven track record of building and leading product and engineering teams from 0 to 1, delivering impactful product outcomes. My leadership has helped launch **India's first activity-based school content delivery platform (XSEED Max)** and **two of the largest assessment platforms in the country**, each serving over **1 million assessments monthly**. During the COVID-19 pandemic, I spearheaded the development of a tech platform for the Wadhwani Foundation, training 60K healthcare workers. My experience also includes restructuring organizations in the HealthTech sector for process, product, and cost optimization. With a strong background in audio and video streaming solutions, I have a deep technical foundation that complements my product management expertise.

WORK EXPERIENCE

Product Consultant   Sep 2024 – Present

- Consulting on products related to EdTech, Healthcare, Traveltech, Edtech, Waste Management, AI (Artificial Intelligence), Machine Learning and Tech Branding.

Lead Product Manager (SSL)   Sep 2023 – Aug 2024

Brane Enterprises Private Limited | Bangalore

- Built and launched the workflow builder for the AI based Low Code/No Code platform **simplifying solution development time by 40%**
- Played a key role in the building of the Learning Management Solution using the Low Code No Code platform at Brane Enterprises.
- **Mentored and managed PM's** for building the developer experience and prebuilt solutions for **LMS, EHR and HRMS** on the Low-Code / No-Code Platform

Associate Director - Product / Platforms   May 2021 – Sep 2023

BYJU's | Bangalore

- **Built, managed and Scaled product teams** for handling Whitehat Jr Post Class for assignments, projects, assessments and games.
- Developed and launched a configurable Quiz Platform, supporting **500K quizzes per month with customizable UI, attempts**, and live quiz features
- Launched PTM as a Functionality on Whitehat Jr Platform to **increase student renewals by 100%**.
- **Reduced dropouts from exam registrations by 40%** through the launch of registration service.
- Consolidated components across verticals and decreasing manpower needs by 50%.
- **Onboarded 70% of the companies** under the Byju's Umbrella on the new Quiz platform included objective and Subjective assessments.
- Live Quiz with leaderboard scaled for 20K user results to be shown simultaneously on the dashboards

Senior Product Manager - Tech   Jan 2020 – Apr 2021

Wadhwani Foundation | Bangalore

- Put together the **first product team** for Wadhwani Foundation to address Entrepreneurship, Opportunity and Advantage Verticals
- Led the development of a **global platform coaching 50K young entrepreneurs** annually, providing mentorship and access to incubators and funding opportunities
- **100K Underprivileged students coached** for earning a sustainable income.

- Trained **60K Healthcare workers during Covid-19 Pandemic** from Tier 2 and Tier 3 cities.
- **50K Young entrepreneurs** coached on the course platform annually across the world

Senior Product Manager - Tech   May 2019 – Dec 2019
Embibe | Bangalore
- Introduced an integrated content management system, **scaling to serve 10 million students** and a 2K-member authoring team monthly.
- Enabled crowd sourcing of Questions on the platform leading to **10K Question creations per day**.
- Moved all practice, tests and solutions on the company website to the new platform **reducing overall platform cost by 25**%.
- Integration with AI / ML based API's for Smart Tagging & Ontology Mapping.

Product Manager - Tech   Dec 2015 – Apr 2019
XSEED Education Pvt. Ltd. | Gurugram
- Launched **India's first activity-based school content delivery platform (XSEED Max)**, achieving measurable learning outcomes. Scaled operations to 350 schools, generating annual **revenue of INR 10 Crores**.
- **Reduced cost of 60 Lakhs** per year through tech enablement for OMR Scanning at the teacher side. Scan Center decommissioned and Ops overhead removed. (XSEED Learnometer).
- Launched XSEED Parent app and **Improved School renewals through Parent Engagement by 15%**.
- **Raised Student Learning outcomes by 16%** through Lab based assessments, offline tests, progression across grades and corrective measures for delivering positive outcomes across students.
- Conceived Scalable digital lesson prototypes used for **creating ~900 movies in 3 Months**.

Product Marketing Manager - Medical Devices & Healthcare   Oct 2013 – Dec 2015
eInfochips Pvt. Ltd, | Ahmedabad
- **Opened 3 new Engineering accounts** with billion $ clients in the medical devices and healthcare domain.
- Aligned company service offerings with presales, sales, marketing and Engineering for **2.3 Million $ worth of sales impact from 0** under the "Medical Devices & Healthcare" vertical.
- Proof of Concepts developed with Engineering teams for sales enablement and pitching new products

VP - Sales & Marketing   Aug 2012 – Jul 2013
Meditab Software Inc. | Ahmedabad
- **Mentored and managed marketing team across geographies** to align to inbound marketing guidelines.
- Restructured the establishment and **Identified 6 Million $ in receivables** missing post restructuring of Accounting.
- Reorganized Accounting department to **recover 2.4 Million $ in Receivables**.
- Moved Meditab and 5 subsidiary companies into a single CRM and built a contract creation module that could **generate contracts in under 10 minutes** for sales enablement.
- **Increased revenue by 200K through websites** and digital strategy for healthcare providers.

Senior Engineering - Media Processing   Aug 2006 – May 2010
Ittiam Systems Pvt. Ltd. | Bangalore
- Built and Launched broadcast **industry's first Audio transport protocol (4 ms)** delivering multi-channel audio over IP, TDM or Radio links and networks simultaneously. Solution **showcased at ARM developer's conference**.
- Implemented internet Low Bitrate Codec in fixed point on C64x and ARM9E Architecture for use in software phones.
- Developed **4 way Conferencing support for Audio / Video** Channels for Video phones.
- Part of Ittiam Quality Steering team (IQST) for Panasonic In-flight entertainment server project.
- **Optimized and Scaled 20 odd Speech and Telephony Components** (Codecs, Multiplexers, Voice Activity Detectors, Comfort Noise Generators, Transmission Protocols) on C64x and ARM9E architecture to be used on hardware chips

CORE SKILLS

- Product Management: AI/ML integration, PRD Creation, Wireframes, Product Strategy, Roadmaps, Product Lifecycle Management, Market Analysis, UX/UI Design, Product-Market fit, Prototypes, Data-driven decision making, Budgeting and Cost Management.
- Leadership: Stakeholder Management, Cross-functional leadership, Agile & Waterfall Development, Product team talent acquisition and retention, Product Mentorship and coaching
- Technical Skills: JIRA, Confluence, Figma, NetSuite, Pardot, C/C++, Data Analysis
- Domain Expertise: EdTech, HealthTech, Medical Devices, Streaming Services
- Methodologies: Design Thinking, User Experience (UX), Consumer Behavior Analysis

EDUCATION

ESSEC Business School, Paris   Sep 2011 - Jul 2012
Master of Business Administration (Dual Degree)
GPA: 15.33 / 20

Indian Institute of Management Ahmedabad (IIM Ahmedabad)   Jun 2010 - Apr 2012
Post Graduate Diploma in Management (PGDM)
CGPA: 2.62 / 4.33

R V College of Engineering (RVCE), Bangalore, Karnataka, India   Sep 2002 - May 2006
Bachelor of Engineering - Electronics & Communication
GPA: 8.04 / 10

PUBLICATIONS / INTERESTS

Android developers can seize the day in wearable devices: Design News, Featured Article, Nov 26th, 2013, Link
8 Factors to consider before taking the open-source software leap: MDT, Apr 29th, 2014, Link
A guide to next-generation medical imaging products: Medical Design Briefs (MDT), Oct 1st, 2014, Link
Photography - Pexels

INTERNSHIPS

Project Manager (Intern)   Apr 2012 – Jun 2012
Lighthouse | Neuilly-sur-Seine, France
- Pitched **20% revenue improvement for Brand GANT** through venturing into perfumes and defined Digital Strategy for Kenzo, Remy Cointreau & Marie Claire.

Summer Intern - Marketing   Apr 2011 – Jun 2011
Diageo India Pvt. Ltd. | Mumbai
- Created **Marketing Plan for Pan-India launch of Captain Morgan Rum** and ran promotions in 40 outlets.