

# DEEPAK SINGH

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## OBJECTIVE / SUMMARY

- A Product Development Manager with skillset of product strategy, planning and development and expertise in shipping customer focused products with 7 years of development and Product Management experience at Samsung and Highmark in developing products that are valuable, innovative, and successful
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## SKILLS AND COMPETANCIES

- ❖ **Product:** Product Management, Market Research (SPSS), Requirement elicitation, Design (Product & Process), Road-mapping
  - ❖ **Technology and Skills:** C, C++, Python, Linux, Web service APIs, DBMS, MS Project and Visio, Data Analytics, Project Management, UX / UI Design, Jira, Forecasting, AI/Machine Learning, Natural Language Processing, Competitive analysis, Inclusive Leadership, SAFe Agile
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## PROFESSIONAL EXPERIENCE

**Highmark Health Solutions**, Pittsburgh, Pennsylvania 2019-Present  
*Product Manager* (January 2019-Present)

- Accountable for the successful delivery of an AI-powered ‘member filtering tool’ which uses predictive analytics and machine learning to calculate risk scores and highlight member’s profiles for follow-up. It entails a high degree of cross-functional coordination and persuasion.
- Delivered an “automated document generation” product within a previously forecasted funding of 1M for a year
- Coached the team on new design thinking, user research and requirements elicitation principles to delight our customers with the quality
- Prioritized and negotiated the features and funding for road-mapping and continuous delivery, boosting customer satisfaction by 32% (7 to 9.2)
- Analyzed, identified, and suggested the changes required to be made in proprietary enterprise healthcare platform while consulting with 4 enterprise customers in 2 projects in parallel to help them become compliant with the new government mandate
- Proposed the solution and guided the customer from the requirements gathering to solutioning through project launch stage while helping them save 2M in otherwise lost expenses in fines and insurance claim payouts

**Samsung Research India**, Bangalore, India 2011-2017  
*Technical Lead / Technical Product Manager* (Apr 2015-Jul 2017)

- Defined, prioritized and negotiated global product requirements for the video telephony and media player modules, streamlining coordination among QA, engineering, marketing and launch teams to execute detailed product roadmap and go-to-market strategy for Samsung Z1
- Expedited the development of first Tizen smartphone-Z1, by frequently travelling to multiple R&D centers to represent our team of more than 350 people contributing to 1M device sales in 5 months
- Pioneered the development of speedy encryption and decryption techniques to ensure zero data loss and end-to-end privacy during a live video call session. This along with video-cast, animated-faces and creative design features boosted app popularity by 20%
- Collected and analyzed consumer data for Samsung’s AI and cloud-based virtual assistant – Bixby, reporting the findings and analysis to the director of Product Management

*Lead Engineer* (Jul 2011-Mar 2015)

- Led the development of complex video telephony and media player module from inception while establishing cross-functional communication channels and building professional relationships.
  - Secured the Android’s content management system by implementing multiple and logical levels of identity access management system.
  - Reduced feature testing time from 8 hours to 12 minutes by designing and testing APIs for content management
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## EDUCATION

**University of Pittsburgh**, Joseph M. Katz Graduate School of Business, Pittsburgh, PA April 2019  
**MBA and MS**, Product Management & Development and Information Systems (STEM)  
**Bachelor of Engineering**, Computer Science and Engineering, **RV College of Engineering**, India May 2011

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## EDUCATIONAL EXPERIENCE

**The Hershey Company**, *Product Manager Intern (IT)*, Hershey, Pennsylvania June 2018 – August 2018

- Identified, analyzed and compared the market research data on available vendors of Robotic Process Automation (RPA). Executed and scaled a financial process automation project saving 120 man-hours and thousands in otherwise lost expense
- Leading a team of 5, analyzed the trend of booming online retail and developed a vision, strategy and an actionable roadmap for the digital commerce team leveraging existing data analytics and machines learning resources

**Philips HealthTech**, *Product Innovation Consultant*, Pittsburgh, Pennsylvania Jan 2018 – April 2018

- Conducted extensive qualitative and data-driven market research along with 17 interviews with leading innovative companies such as P&G, J&J, GE, UPMC and 3M to identify key performance indicators of an innovation process
  - Developed a comprehensive innovation strategy for Philips with a revenue potential of USD 20M per year
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## OTHER EXPERIENCES

Founder of a non-profit business, Co-founder of a YouTube channel, Six Sigma process improvement, Large scale manufacturing, National Strategy Case Competition finalist, Editorial Head of Samsung’s Internal Magazine, Design Research, AI based passion project and blog writing