Parv Sondhi

301 W. Washington Ave
Sunnyvale, CA, 94086

510.679.7617
parv.sondhi@gmail.com
parvsondhi@berkeley.edu

Summary

- Product executive with experience in consumer-facing product management and technical experience at Vida Health, Apple, eBay (StubHub), and Accenture with a successful track record in delivering product experiences.
- Experienced in leading cross-functional teams through ideation, development & launch to deliver experiences with a focus on using Machine Learning and Artificial Intelligence.
- Ex-Lecturer at the University of California, Berkeley teaching technical graduate level courses

Experience

Director, Product Management - Platform
Vida Health
June 01, 2021 - PRESENT
100 Montgomery Street, Suite 750, San Francisco, CA, 94104

- Lead product management for Vida's Gen AI Platform, Patient Outcome Optimization Engine, Core App Experience, and Growth teams.
- Lead all the critical member-facing product strategies for Vida Health, including but not limited to all digital apps for iOS/Android/Web available to all members in the US.
- Responsible for the strategy and delivery of the underlying core ML/AI platform, which powers all product experiences, including member, clinical workforce, and enterprise systems.
- Currently also leading the strategy and buildout of our LLM infrastructure and UX across the Vida Health product portfolio to deliver improvements in our cost to serve, margin, and member engagement.
- Achieved a 10-point increase in NPS and an avg of 110% increase in weekly engagement across multiple features by leading the launch and redesign of the iOS/Android apps and introducing a new Home tab in our experience.
- Spearheaded the delivery of a new internal optimization ML engine to support our 100% fees at risk model. This platform has been core to enabling better delivery of health pathway recommendations and resulting in a 15% point increase in sign ups in appropriate health programs.
- Responsible for leading the cost of care strategy and delivering models for dynamically managing member <> provider experiences which is on track to deliver double digit margin point improvements for the overall business.
- Responsible for product led growth initiatives unlocking revenue and reducing average. churn by 3% points along with increasing member <> provider consultation rate by 12%.
- Launched multi pathway support allowing users working with a dietitian on their cardiometabolic conditions to work on their mental wellbeing in parallel with a coach/therapist leading to an improvement in both member

PHQ/GAD scores (~50% reduction) and A1C/Blood glucose values (~1.5 point reduction).
- Work closely with cross functional teams including design, engineering, marketing, program designers, content producers, coaches, clinicians, and more to develop prioritized product requirements and document product capabilities.
- Set and use project KPIs to drive evaluation and decision making.
- Leverage data and data science initiatives to identify opportunities to increase the quality of the product experience as well increase gross margin.
- Launch products within a cross functional team, work closely with different teams throughout the whole process and articulate and manage risks related to product launches.
- Work directly with executives as the voice of the product team. Develop and communicate quarterly, annual roadmap plans, while also forecasting and advocating for necessary resources.
- Collaborate with marketing, sales, customer success, customer support, and Vida's customers and partners to frame and pitch the value of Vida's products and programs.
- Ultimate responsibility for product releases with meaningful business results, on time, including NPS, weekly engagement, retention, app store ratings, clinical out- comes performance of Vida programs.
- Helped mentor and support other product teams working on growth and top of the funnel initiatives as part of the member experience.

Co-Host & Founder
Trying to Product (A product management podcast)
July 12, 2022 - Present
www.tryingtoproduct.com

- Co-host and founder of "Trying to Product," a product management podcast available worldwide
- Share insights and thought leadership on product management and helping others rise to the top of the field in digital product management
- Currently available on major podcast platforms like Apple Podcast, Spotify and Google podcasts. Also made available through other popular podcasting networks.
- Press coverage online on Fox, Google News, USA Today, Benzinga. [Example Coverage](#)

Product Manager
Apple Inc.
February 04, 2019 - May 28, 2021
1 Apple park way, Cupertino, California

- Defined the roadmap for personalized digital experiences across Apple retail digital products (Mobile/Web/in-store) for browse and buy user journeys.
- Responsible for defining and driving the development of a scalable Machine learning-based personalization stack to deliver multiple retail experiences, including recommender systems for products and Today@Apple sessions.

- Work closely with design, engineering and merchandising teams to develop and launch capabilities to support new and existing user experiences for improving top of the funnel conversion metrics such as add-to-bag and sign-ups.
- Product lead for updated online iPhone upgrade program experience (US/UK/CN) as part of the new product launches in 2019 & 2020. Worked closely with mutiple cross-functional teams and regional business partners leading to an increase in iUP sign ups.
- Launched multiple initiatives for the search user experience across Apple.com resulting in an increase in the CTR for accessories and reducing the null/bounce rates during search.
- Maintain proficiency with Apple internal and proprietary software for requirements documentation, bug triaging, demonstrating, testing, and launching products on web and mobile devices.
- Responsible for leading discussions on system architectures, and highlighting technical tradeoffs between various implementation proposals, and help plan the roadmap for technical products.
- Work towards enabling and deploying API endpoints to allow multiple teams to leverage machine learning processes to other teams.

Product Manager
StubHub (An eBay Company)
July 07, 2017 - February 01, 2019
199 Fremont St., San Francisco, California

- Led and defined the roadmap for building the experimentation platform for StubHub, allowing multiple teams to leverage the internal experimentation API's to run A/B tests and manage them.
- Created and enhanced technical documentation for setting up the infrastructure for the internal experimentation services.
- Worked with data scientists and machine learning engineers to help build and deploy models for search engine marketing to allow for better performance for paid search.
- Worked with engineering teams to set up data pipelines to allow machine learning models to be able to access data from data warehouses through ETL processes.
- Led and defined the product roadmap for the StubHub mobile app Browse/Discovery Experiences, which caters to 5M+ active users a month.
- Improved the 'Explore' experience by leading the design and development of new event discovery modules resulting in a 53% increase in top of the funnel conversion. This included working closely with the UX research, design, analytics and engineering teams to deliver features.
- Launched the MLB/NFL branded elements on 'Team' and 'Explore' modules of the app in collaboration with partnership and strategy teams at StubHub leading to a 4% increase in visits to team pages and 13% increase in conversion to the checkout process from team pages.
- Worked closely with the UX team to help define user research plans for multiple initiatives for the mobile apps.
- Collaborated with the analytics team to set up product metric tracking using Swrve and Omniture (Adobe Analytics) and successfully launch multiple A/B tests throughout the mobile apps.
- Partnered with backend teams to help manage and release smaller features

and bug fixes to help optimize conversion on the native apps.
- Researched and analyzed download and ranking trends in App Annie & Tune to help lead the development of ASO strategies and practices for native apps to improve app rankings and organic downloads.

Lecturer
University of California at Berkeley, School of Information
January 01, 2018 - May 31, 2018
102 South Hall, School of Information, UC Berkeley, California

- Taught and developed coursework for Info 290T - Full Stack Web Development, a graduate level course at UC Berkeley.
- Engaged in research of emerging web technologies and system architecture principles to help lead breakthrough work in the field of web application design and development.
- Responsible for lecturing, mentoring and teaching a cohort of 40 students from engineering, design, business and other backgrounds.
- Built information systems and further deepen my knowledge in the area.
- Help others design and build information systems and deploy related microservices.
- Course website can be found here - *https://classes.berkeley.edu/content/2018-spring-info-290t-002-lec-002*

Software Engineering Analyst
Accenture
October 04, 2012 - July 06, 2015
Bengaluru, India

- Led a team of 5 to deliver multiple QA initiatives for the consumer facing online sales Application for a major North American Telco.
- Served as a subject matter expert in areas such as billing and sales management systems to help set up efficient systems for QA.
- Worked with multiple client teams to help research user needs and successfully identify design gaps through requirement gathering and analysis.
- Responsible for working and collaborating with multiple teams to help streamline the data management process to allow for faster data creation and distribution.
- Author of Whitepaper - Impact of Digital Technology in transforming Telecom Industry Solutions - "How upcoming digital technologies can help the CMT industry enhance their customer experience by newer products and faster delivery"

Education

University of California, Berkeley / Master of Information Management & System
2015 - 2017
GPA: 3.8/4.0
CA, USA

Focus: Product Management | Web Architecture and Design | Application development | Data Science | Machine Learning | UX Research | Behavioral Economics | Data Analytics | Courses from Haas School of Business

Relevant Courses Taken: Information Organization and Retrieval | User Interface Design and Development | Quantitative Research Methods for Information Systems and Management | Information Organization Laboratory (web development)| Applied Natural Language Processing | Applied Behavioral Economics for Information Systems | Needs and Usability Assessment

Jaypee Institute of Information Technology / Bachelor of Technology in Computer Science
2008 - 2012
GPA: 8.0/10.0
Noida, India

Focus: Computer Science and Engineering | Application development | Artifical Intelligence | Algorithms | Computer System Architecture | Web Technology

Relevant Courses Taken: Computer Programming | Data Structures | Discrete Mathematics | Basic Electronic Devices and Circuits | Object Oriented Programming | Database Systems | Fundamentals of Algorithm | Microprocessors and Controllers | Probability Theory | Theory of Computation | Operating Systems | Computer Architecture | Compiler Design | Information Retrieval and Data Mining | Artificial Intelligence | Multimedia Computing | Parallel Processing | Systems Programming | Cryptography and Network Security

Research and Additional Project

Paired (iOS APP) | May 2017

- Designed and developed a full scale iOS app accompanied by hardware with a team of 5. Using bluetooth enabled keychains, Paired allows users to access a shared private space in the app to capture memories and tag adventures with each other.
- Working prototype and pitch deck demoed to multiple accelerator programs and investors.

Hello Haven | May 2017

- Designed and developed an artificial intelligence enabled Facebook chatbot product to help cope with the anxiety of job search.
- Launched on facebook messenger to the US market. First cohort was limited to students of UC Berkeley.

- The chatbot provides a simple chat interface for people to find jobs and related meetups to help network.

Behavioral Analysis of Experiences in the space of Sustainable Transportation | May 2017

- Conducted research that included the study of the space of sustainable transportation and how companies are using concepts of behavioral economics to help users reduce their negative ecological impact

Google Maps: The Hidden Usability | March 2016

- Created research plan and conducted remote and personal usability research for advanced Google Maps features to understand the accessibility and familiarity of features and discover pain points and provide design recommendations.

Labor2Day | Oct 2015

- Designed and developed a text messaging-based application to connect day laborers to jobs.
- Led the development of both the front-end and back-end architecture for the application.
- Built and deployed the micro services to enable the application to run publicly on any device
- Submitted to Meeting of the Minds Hackathon, Richmond

—

Skills

Technical Skills

Full Stack Web Architecture, Data Science, Machine Learning techniques, AI, Big Data Systems, Data mining and analytics, SQL, Database Management systems, Python, R, Flask, NoSQL, HTML, Javascript, C#, JAVA, Typescript, Spark, Stata

Tools

Confluence, JIRA, Git, Adobe Analytics, R Studio, Swrve, Sketch, Optimizely, Framer, HP Quality Centre, QTP, Load Runner, Radar, Tableau, VIM, Visual Studio

Research and Design

A/B Testing, Usability and Heuristic Assessment, Interaction Design, Product Analytics, Competitive Analysis, Quantitative analysis

Judging Invitations

Judge

Category - New Products, Product Management, & Technology Awards Judging Committee
2024 Asia - Pacific Stevie Awards, Feb - March '24

Judge

Category - Best in Business and Education Technology
2023 Codie Technology Awards, Feb - May '23

Judge

Category - New Products, Product Management, & Technology Awards Judging Committee
2023 Asia - Pacific Stevie Awards, Feb - March '23

Industry Expert and Judge

Category - Business Excellence Awards
13th Annual 2023 Globee Business Awards, Jul - Oct '23

Peer Reviewer

23 Submissions Reviewed
List of Conferences and Journals - CHI 2023 alt.chi, CSCW 2023, EuroVis 2023, HRI 2023 Late Breaking Reports, HRI 2023 Student Design Competition, IUI 2023 Posters and Demos, CHI PLAY 2022 Work-In-Progress, HAI 2022 Poster Papers, OzCHI 2022 Late Breaking Work and Case Studies

Speaking Engagement

Invited Panel Member

October 2023

Ask Us Anything Session moderated by Denny Klisch
Topic: Leveling up as a product manager

Podcast Guest

June 2023

Product Management Stories with Denny Klisch
Topic: Building one's career as a product manager

Technical Lecturer
January 2019 - May 2019

University of California, Berkeley
Topic: 10 Lecture Series for graduate level students on using behavioral design to build digital application. This course is designed to act as a bridge between the understanding of irrational human behavior and its application to real-world design problems.
https://www.ischool.berkeley.edu/courses/info/290/bds

Speaker
October 2020

University of California, Berkeley
Topic: Product Management Workshop

Speaker
August 2019

University of California, Berkeley
Topic: Product Management Secrets

—

Press Coverage

Ghani, Usman. "[How AI-Powere Products are Elevating the Digital Experience According to Tech Innovator Parv Sondhi](#)", Tech Bullion, March '24

Buckly, Dennis. "[Meet the Product Manager Scaling Technical Concepts into Market-Ready Digital Solutions with AI](#)", MSN, Feb '24

Thompson, David. "[Parv Sondhi Shares Insights With Tech Companies on Embracing AI in Healthcare](#)", Tech Times, Sep '23

Stojan, Jon. "[Industry expert Parv Sondhi helps navigate the frontier of healthcare product management](#)", Digital Journal, Aug '23

Telman, Esmee. "[How A Silicon Valley Veteran Is Helping Decode The Complexities Of Product Management With A Podcast](#)", Mashable, Dec '22

Indiaretailing Bureau, "[A focused podcast for product managers launched](#)", India Retailing, Feb '23

AB Digital Inc, "[Exploring the Human Side of Product Management with Parv and Alex: The Launch of Trying to Product Podcast,](#)" Benzinga, February '23

Get News, "**Exploring the Human Side of Product Management with Parv and Alex: The Launch of Trying to Product Podcast,**" The Chronicle Journal, February '23

Berkeley ISchool Editorial Team. "[Students' Prize-Winning Apps Empower](#)

Tetraplegics", Berkeley News, Nov 15

Hahn, Jessie and Donn, Alex. "Meeting of the Minds: 2015 Hackathon Recap", meetingsofthemind.org, Nov '15

Berkeley ISchool Editorial Team. "I Schoolers Named Finalists in Hackathon for Smart & Sustainable Cities", Berkeley News, Oct 15

Published Material

Sondhi, Parv. "**The product manager's playbook for AI/ML integration**," Mind the Product, Dec '23
https://www.mindtheproduct.com/the-product-managers-playbook-for-ai-ml-integration/

Sondhi, Parv. "**The Future Of Digital Health: How UX Design Is Shaping The Industry**," The Health Care Blog, Oct '23
https://thehealthcareblog.com/blog/2023/10/20/the-future-of-digital-health-how-ux-design-is-shaping-the-industry/

Sondhi, Parv. "**The Future Of Digital Health: How UX Design Is Shaping The Industry**," Healthcare Business Today, Oct '23
https://www.healthcarebusinesstoday.com/the-future-of-digital-health-how-ux-design-is-shaping-the-industry/

Sondhi, Parv. "**E-commerce strategies that click**", IndiaRetailing.com, Jul '23
https://www.indiaretailing.com/2023/07/29/e-commerce-strategies-that-click/

Sondhi, Parv. "**E-commerce strategies that click**", Print (Distributed in India), Sep '23

Sondhi, Parv. "**Optimizing Onboarding Flows for Digital Healthcare Apps**", Product Coalition, Jun '23
https://productcoalition.com/optimizing-onboarding-flows-for-digital-healthcare-apps-f281f7ab63e6

Sondhi, Parv. "**Growth As a Product Manager**", Guest introduction for Prioritised (Mind the Product Newsletter), Nov '22

Sondhi, Parv. "**A Learning Framework for Growth: How to Evolve As a Product Manager**", Agile Insider, Jun '21
https://medium.com/agileinsider/how-to-evolve-as-a-product-manager-13c3e06198d4

Sondhi, Parv. "**Made to Stick. A Design Perspective: 6 Principles to make Ideas (and designs) sticky**", UX Planet, Aug '20
https://uxplanet.org/made-to-stick-a-design-perspective-261b4f98bfa9

*Sondhi, Parv, **Discipline of Organizing Case Study**, Supplemental Material for The Discipline of Organizing Book 4th edition, O'Reilly*

Awards

Outstanding Mentor Award
2023
School of Information at University of California, Berkeley (Product Management)

Won an award for being an outstanding mentor in the field of product management

Outstanding Mentor Award

2021

School of Information at University of California, Berkeley (Product Management)

Won an award for being an outstanding mentor in the field of product management

Outstanding Mentor Award

2020

School of Information at University of California, Berkeley (Product Management)

Won an award for being an outstanding mentor in the field of product management

Outstanding Teaching Assistant Award

2017

School of Information at University of California, Berkeley

Voted as student with most spirit for the 2015 -2017 cohort

Student with Most Spirit Award

2017

School of Information at University of California, Berkeley

Voted as student with most spirit for the 2015 -2017 cohort

Best Hack Winner

2017

Brave New Hacks, Berkeley

Won the best hack award for building Oasis, a chatbot that chats with users and allows users to take meaningful steps to ameliorate the drought problem in California. Oasis prompts users to sign a petition, donate to the cause, and connects them with relevant organizations/non-profits. She was the world's first chatbot to allow users to sign petitions.

Winner

2015

Play HackJam, Haas School Business, San Francisco

Won the first prize for developing a plan to use virtual reality to empower tetraplegics; the app, called "Happy2Help" would make it easier for tetraplegics to connect with their communities and find meaningful employment.

2nd Place

2015

Meeting of the Minds Hackathon, Richmond

The hackathon aimed to provide real solutions that both the mayor's office and citizens can use to improve the city on a daily basis. Received second place for creating a text-based messaging system called Labor2Day to connect day laborers with local employers to help folks find job opportunities without WiFi or online access.

Accenture Rising Star Stellar Award (Communication & Technology)
2013
Accenture, India

Awarded the Rising Star Award for being instrumental to various initiatives for the Wireline sales application, which generated revenue of over $1,000,000/month for the client.

Winner
2014
Accenture Industry Week Whitepaper Contest

Author of whitepaper, "How upcoming digital technologies can help the CMT industry enhance their customer experience by newer products and faster delivery." Was in the list of 27 winners across all 5 IGs and from a list of 350 whitepapers and only one from the Communication & Technology Industry Group

—

Membership

Member
National Society of Leadership and Success
2021 - Present

The NSLS is the nation's largest accredited leadership honor society. Candidacy is a nationally recognized achievement of honorable distinction.

Vice President of Strategic Initiative
Berkeley Entrepreneur Association, Haas Business School at Berkeley
2016 - 2017

Help students at Berkeley build skills, network, support, and knowledge necessary to launch or grow a venture.

Communication Chair
Information Management Student Association, University of California Berkeley
2017-2017

IMSA's primary goal is to ensure that all students are getting the most out of their time at the School. This involves all facets of student life ranging from careers and academics to social and extracurricular activities

Other Recognition

Finalist, 2022 Product Management Today MVP Awards for best product management article
Sondhi, Parv. "**A Learning Framework for growth: How to Evolve As a Product Manager**", Agile Insider, Jun '21

"**A learning Framework for growth: How to Evolve As a Product Manager**" was picked up and distributed by Google News Recommendations online

On Glasp's **Quotes by Great Minds** list for quotes from my product management related posts.
Other folks on the list include Bill Gates, Steve Jobs, Abraham Lincoln, Peter Thiel, Reid Hoffman and more.

Invited for a "Ask Me Anything" session for the 2022 cohort of In The Lab Product Management
In the Lab PM is a hands-on product manager incubator for underrepresented people in tech trying to break into product management *(unable to attend)*

Invited to be a guest speaker at Product School.
Product School is the global leader in Product Management training with a community of over one million product professionals. *(unable to attend)*

Invited to be a cohort instructor at Product School.
Product School is the global leader in Product Management training with a community of over one million product professionals. *(unable to attend)*

Invited to be a speaker on a livestream product management talk in Luxembourg hosted by a product management coach *(unable to attend)*

Recommended by Interim dean of School of Information, University of California, Berkeley to join as faculty to teach Applied Behavioral Economics as a graduate course for all upcoming semesters.

Ran a successful product management newsletter reaching 500+ subscribers through organic growth.