

Jahnavi Kurapati

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EXPERIENCE

Product Manager – Motorola Solutions Inc. 04/2017 – Present

- Develop and drive multi-year roadmap based on business opportunities and goals
- Write user stories and requirements to prioritize based on business case and development cost
- Developed value based pricing model delivering 70%+ margin resulting in significant ROI
- Setup third party OEM and partner agreements covering pricing, schedule and revenue commitments after multiple reviews with Procurement and Legal
- Negotiated vendor pricing to reduce organization's annual Operating costs by \$100K+
- Developed GTM material such as Data Sheet, Proposal Text, and Customer slides

Advisory Board Member - Narhwall Inc. (Chicago, IL) 06/2018 - Present

- Provide board level oversight on business strategy for an early stage IoT PaaS startup
- Advise on MVP, product strategy and business model for product launch and customer acquisition
- Assisted with researching existing IoT platforms to identify the key feature requirements
- Conducted research surveys and interviews with IoT application developers
- Compared payment and tax compliance processors to setup channel for recurring payments

Graduate Assistant – Marketing & Strategic Communications 10/2015 – 12/2016

University of Illinois Hospital & Health Sciences System (Chicago, IL)

- Developed and executed custom marketing plans covering campaigns, social media and web strategy for 10+ departments based on expertise, competitive advantage and target audience
- Managed the monthly newsletter as part of the employee engagement initiative. Planned informational health articles, employee feature columns, etc., and coordinated with multiple teams
- Created 35+ educational articles on health topics highlighting the expertise of each department

Student Product Consultant – UIC Innovation Center (Chicago, IL) 08/2015 – 05/2016

- Led a team of six engineers and UX designers to develop a novel low-cost power-efficient wireless Smart Lock product and digital app for a large construction manufacturer
- Implemented and presented extensive analysis on the client's product portfolio, market standing, and market potential to enter and expand into the Smart Home market
- Conducted market and user research to identify competition, target market, and user pain points
- Developed marketing plan covering launch, distribution and growth - including market positioning, targeting, marketing and distribution channels

Deputy Manager - Branding and Media - MediCiti Hospitals (India) 07/2013 – 11/2014

- Planned, developed, and implemented a brand strategy after conducting market research to understand target audience brand perception of the healthcare system
- Led the website redesign and content strategy as part of building a new brand

EDUCATION

Master of Business Administration (Marketing) 12/2016
University of Illinois at Chicago - Liautaud Graduate School of Business Chicago, IL

Master of Science in Electrical and Computer Engineering 05/2012
University of Illinois at Chicago - College of Engineering Chicago, IL