

# LAKSHMAN DIWAAKAR

## Looking out for Product Manager role

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India (was in Japan until 2022)



## EXPERIENCE

### Product Manager

#### WHILL

05/2022 - Present Remote

**WHILL** - Was hired to transition the company from solely a hardware manufacturer to focus more on tech and service offerings.

- Revitalized the D2C channel by enhancing the **online store's user experience** and introducing **phone orders**, leading to a 35% surge in sales.
- Launched WHILL Owner App that allows owners to navigate the device via Bluetooth, support after-sales services, increasing the **NPS by 6%**.
- Launched WHILL Family App to monitor elderly users through IoT. Recognizing elderly individuals as a key user segment through user research and addressing family concerns by launching the app, which became **market differentiator, driving a 12% sales increase**, setting WHILL apart from competitors.
- Expanded **WHILL into India**, securing an exclusive distributor for Indian market, which increased APAC **sales by 8%**. Leveraged my Indian background to navigate market entry challenges and am currently acting as Business Development Director for WHILL India.

### Part-time Product Manager

#### INFIC

10/2019 - Present Remote

**Lashic** - Elder care product that uses sensors to monitor elderly people

- Did market research and defined the 2-year roadmap and strategy to **capture the age tech market**.
- Ideated Lashic app suite to digitalize the manual and paper-driven senior care process through **user interviews and feedbacks**.

### Product Manager

#### MetLife

05/2019 - 04/2022 Tokyo, Japan

**MetLife** - One of the founding members of MetLife's product team

- Defined the roadmap and strategy for the customer portal that impacted **9 Million policyholders**.
- Led the development of a mobile-first learning platform for the insurance agents, thereby **increasing the engagement by 20%**.
- Instilled a culture of experimentation & shifted the team's focus to outcomes over outputs.

### Cloud Product Manager

#### Nissan

02/2018 - 04/2019 Tokyo, Japan

**Kamereon Cloud** - Cloud platform for nissan's connected vehicles

- Scaled the cloud platform to **3 countries** and on boarded more than **300 developers**.
- Led the **automation efforts and reduced the time** to update the cloud platform by **40%**.
- Improved the developer experience significantly through periodic user interviews and surveys.

### Co-founder

#### Entaag

10/2015 - 06/2016 Chennai, India

**Entaag** - an entertainment platform for buses

- Led the product and technology. Platform runs on sophisticated local WiFi that can be accessed from smartphones.
- Installed in **30 buses** and acquired around **2K users**.

### Cloud Developer

#### Fuji Xerox

07/2015 - 12/2017 Yokohama, Japan

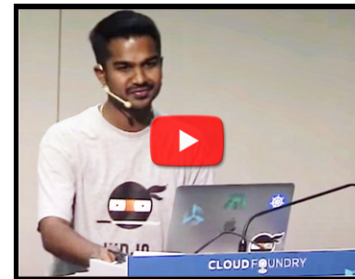
- Architected cloud solutions (**AWS & GCP**) to Fuji Xerox's document portal.
- Introduced **DevOps culture** to the team and built a continuous deployment chain for FujiXerox's projects using **Ansible, Bamboo and Code Deploy**.

## INTRAPRENEURIAL ACHIEVEMENTS

Expanded **WHILL into India**: WHILL India launch event at Hyderabad, India.



Represented **Nissan** for the cloud foundry conference at **Basel, Switzerland**



## CONTRIBUTIONS

#### Medium

Blogs on product, tech & startups

stackoverflow Top 5% this year

#### TOASTMASTERS INTERNATIONAL

Organizer of Kinshicho Toast Master club



Host and speaker of various tech and product meetups

## SIDE PROJECTS

### Tech Job Japan (WIP)

Help tech aspirants overseas in finding tech jobs in Japan.

- Comprehensive **Playbook** to help aspirants navigate everything from companies that hire foreigners to required visas and life in Japan
- Pre-revenue phase

### WhatsMyFood

A personal food review tracker. Lead the product and technology

- Interviewed by **YCombinator**
- Acquired **1.5k users** and tracked **10K dishes**

### Eyep

The coolest way to get your IP

- 1 Million hits** in first 60 days
- Product of the Day in **ProductHunt**
- Featured in several tech sites

## EDUCATION

### Product School

Product Management & Leadership  
2020

### Anna University

B.Tech Information Technology, 8.3/10  
2011 - 2015