

# ANISH SHARMA

PRODUCT MANAGER · ENTREPRENEUR - LEADING NEW INITIATIVES

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## SUMMARY

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I'm a passionate, customer-focused product manager with 4+ years of success innovating products and delightful user experiences through strategic vision, creative thinking, technical reasoning, and team leadership. I founded and led SWFTCharge, which I successfully exited. I joined Skylight where I developed two new product lines, launched new initiatives, and fostered partnerships following their Series A. My experience in fast-growing companies and my passion for tech uniquely positions me for a career in Product Management.

## SKILLS

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**Business** Stakeholder Management, Product Roadmapping, Customer Interviews

**Strategy** Developing Business Models, A/B Testing, Quantitative Data Analysis, Stakeholder Management, Profit & Loss

**Software** C, SQL, Python, Jira, Tableau, Balsamiq, Adobe Creative Cloud, Excel

## EXPERIENCE

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### PRODUCT MANAGER (SENIOR GENERALIST – GROWTH & PRODUCT)

2019 - 2020

#### Skylight Tools Inc.

At Skylight, I led special projects as a cross-functional team lead. Skylight is using technology to reimagine the home renovation experience. I worked with the management team to create new sales channels, internal processes, and launch new product offerings.

- Created stakeholder consensus across the organization's leadership and various teams, projecting the value-added by launching new product offerings and limiting scope
  - Skylight Recommended reduced the time it takes to begin construction by up to 4 weeks or 25% compared to Skylight Custom. This launch offered our clients an even faster and easier renovation process.
- Launched the Material Bank partnership allowing Skylight to deliver material samples to a client's home overnight
  - This partnership has eliminated the need for clients to visit any showrooms, creating a completely virtual renovation experience.
- Streamlined the product execution process for our clients and internal teams allowing for an increase in capacity of concurrent projects
  - Improved the client deliverable definitions of our renovation visualizations. This funnel iteration improved crucial KPIs by delivering 3D renders of a proposed renovation 2x faster than previously possible.
- Developed analytics dashboards based on critical KPIs to visualize project P&L
- Converged internal data sources to forecast future material sample orders based on projected growth and demand

### PRODUCT LEAD & CO-FOUNDER

2016 - 2018

#### SWFTCharge Inc. (**Successfully Exited**)

I launched and led this venture from the time it was a product focused company to our pivot into a service based company. We recognized the market need after conducting hundreds of customer interviews and executed plans to launch our self-funded MVP in Canada. After generating significant revenues through our MVP, I led our funding round to raise \$500,000 through angel investors to expand the company across various music festivals in North America and beyond.

- Developed and launched a service focused on eliminating battery anxiety at some of the largest music festivals in North America - Electric Forest, Coachella, Lost Lands, Boots & Hearts, etc.
  - SWFTCharge provides access to wire-free charging allowing users to keep their phones charged throughout a multi-day event
- Continuously iterated the business model and the service based on customer needs as well as stakeholder requirements
- Negotiated multi-year exclusive contracts with multinational corporations (AEG, Live Nation, Townsquare Media) that operate events to secure our sales channel
- Increased revenue 6x YOY following the seed round
- Created the logistics and operations road map to support events happening concurrently across North America

## EDUCATION

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### BACHELOR OF SCIENCE IN ELECTRICAL ENGINEERING (BIOMEDICAL)

2013 - 2017

#### Queen's University, Kingston, Ontario, Canada

- TMT Portfolio Manager at Queen's Capital; a student run investment club with \$100,000 in collective AUM
- Finalist at the 2014 Queen's Finance Association Conference Case Competition

### ADVANCED PRODUCT MANAGEMENT

2019

#### Product Faculty, Toronto, Ontario, Canada

- Completed the 8-week course encompassing PM foundations, product strategy, agile methods, data analytics, and UX skills
- Developed various product portfolios including a complete 0 to 1 breakdown of a feature release (User interviews, Development Process, and Wireframes) for Ritual - <https://anishs.me/resume/ritual> *links to other portfolio items available upon request*

## AVOCATIONAL ACTIVITIES

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### DUE DILIGENCE LEAD

#### York Angels Investors

York Angel Investors (YAI) is Canada's largest group of angel investors with a broad range of professional experience. I previously received a term sheet from YAI for my venture and have since joined the group to assist investors through the due diligence (DD) process.

- Moved the group to a project management platform and launched a CRM to develop structure through the investment process
  - This launch shortened the DD process by 25% and has allowed start-ups to be funded quickly
- Conducted DD for incoming investment opportunities and advised angels on the viability of start-ups