



# Sanjana Mehta

Product, Strategy and Design

As a Product Manager, I help drive the product roadmap and execution of all services at Orb Inc. **My strengths encompass defining product vision, interfacing with clients, internal executives and my engineering team to bring the product vision to life.** I also partner with my team as a creative, strategic thinker to innovate and execute based on priorities. I believe in a market-creating rather than a market-competing product strategy and am motivated and committed to getting things done. I embrace a leadership style that empowers the team. I think long-term and am future-focused.

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## WEBSITE

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## EXPERIENCE

### Product Manager, Orb Inc (November '17 - Present)

Orb is an enterprise solution that focuses on delivering fast, frictionless commerce with configurable coin economies on a distributed ledger platform that is secure, scalable, and easy-to-integrate into client networks.

- Responsible for **all product initiatives at Orb**. Currently own following functional areas at Orb:
  - > Product Management
  - > UX/UI Design
  - > Program Management
- Planned and **led three successful launches of our services** around custom coin platforms [SCOIN] [NISEKO Pay] and [Edge Coin] **generating over 20M¥ in revenue.**
- Led the launch of **Orb's first commercialized product, Orb DLT.**
- Create and maintain product roadmap and drive product requirements for clients and external vendors. Responsibilities consist of **owning the whole delivery lifecycle** from requirement gathering, concept building, the product offering, end-to-end user experience and usability testing, integration with client and internal back-end systems, deployment to production and post launch maintenance.
- Manage progress and facilitate communication between 5 engineers and 2 sales representatives.
- Collaborate with internal executives to help grow Orb's businesses.

### Visual Designer and Recruitment Consultant, Orb Inc (August '16 - September '17)

WebStaff is Japan's first ever web specialized human resource service company providing multiple HR services to the IT industry including staffing, placement, consulting and outsourcing web design.

- Conceptualize and design the organization's marketing and communications materials including nengajo, shochu ] mimai and e-brochures.
- Web design and UX for the organization's website.
- Specialized in hiring professionals for IT giants in Japan including system architects, development engineers and designers. Generated a profit of 7.5M¥ in one year.

## EDUCATION

### College of Engineering, Pune (2012-2016)

- BTech. Electrical Engineering, 8.4/10

## MY QUIRK

I know the first 100 digits of pi ( $\pi$ ).