

Sanjana Mehta

Product, Strategy and Design

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As a Product Manager my strengths encompass defining product vision, interfacing with clients, stakeholders and my engineering team to bring the product vision to life. I partner with my team as a creative, strategic thinker to innovate and execute based on data backed priorities. Firm practitioner of the [hell yeah or no](#) philosophy.

Key Competencies: agile product management and strategy, product delivery, audience segmentation, data analysis, retention and engagement, usability heuristics, data modeling, SQL and RESTFUL APIs

Work Experience

- **Product Manager, [Bitcoin.com](#)** (Sep '19 - Present) *Tokyo, Japan*
Our products make payments more accessible.
 - Leading the product team for Bitcoin.com Card, a cryptocurrency powered prepaid debit card
 - Led end to end product and strategy efforts across growth, engagement and platform for [Bitcoin.com Buy](#) and [Bitcoin.com Local](#) to achieve over 30% MoM increase in trade volume for Bitcoin.com Buy and 20% MoM increase in revenue for Bitcoin.com Local
 - Launched Steam integration to trade CS:GO items for Bitcoin Cash and Marketplace, a p2p, permission-less marketplace for buyers and sellers on Bitcoin.com Local
- **Product Manager, [Orb Inc](#)** (Nov '17 - Sep '19) *Tokyo, Japan*
Orb focuses on delivering fast, frictionless commerce with configurable coin economies on a distributed ledger that is secure, scalable, and easy-to-integrate into enterprise networks.
 - Planned and led two successful launches of our services around local currency wallet and gamified points projects. Find more details [here](#).
 - Built our API Standards to ensure we were releasing consistent and effective APIs
 - Responsible for all product initiatives at Orb. Owned following functional areas at Orb: Product Management, Product Design and Program Management
 - Worked with senior leadership to chart a vision for and develop our commercialized product
- **Technical HR Consultant, [Internet Business Japan Group](#)** (Aug '16 - Sep '17) *Tokyo, Japan*
IBJ's mission is to develop and provide IT personnel, offering a wide range of IT technology services, globally.
 - Specialized in hiring professionals for IT companies. Generated 7.5M yen in revenue.
 - Conceptualize and design the organization's marketing and communications materials
 - Web design and UX for the organization's website
- **Intern, [Honeywell International Inc.](#)** (May '13 - Jun '13) *Muscat International Airport, Oman*
 - Work on designing BAS (Building Automation System) of the Airport that included mechanical and electrical equipment such as ventilation, lighting, power, fire and security systems

Education

College of Engineering Pune, India (2012-2016)

Electrical Engineering, CGPA 8.4/10

Clubs: Boat Club, Editor for College Magazine