

SATYEN BARVE

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SUMMARY:

Product management executive with 15+ years of experience across logistics, telecommunications, travel, and automotive retail technology, managing enterprise grade SaaS platforms from strategy through execution, enabling \$1Bn+ annual operational revenue and \$150M+ incremental revenue.

EXPERIENCE

Vice President, Product Management and BI/Data Analytics

Aug 2023 – Mar 2026

Director / Senior Director

Mar 2020 – Aug 2023

STG Logistics Inc. – Direct Report to CIO

Bensenville, Illinois

Achievements

- Delivered ~\$6M in annual operational savings by **launching** dispatch optimization and fleet utilization improvements that reduced non-revenue miles by ~30%.
- Enabled \$12M in annual revenue through **automation** of spot quoting and network optimization using robotics automation (RPA) tools like Power Automate and AVRL.
- Managed \$1B **post-acquisition integration** program aligning data, infrastructure, and operations for STG's acquisition of XPO's Intermodal and Drayage business.
- Implemented GenAI-based **agentic workflows** for automation of quoting, tendering, and billing functions, improving efficiency and reducing manual processing time.
- Directed **cross-functional team** collaboration to onboard enterprise clients with customized integrations, driving \$125M in new annual revenue.

Responsibilities

- Directly managed IT budget of ~\$12M capital and operational expenses for a transportation SaaS **portfolio** of web-portals, apps, bots and internal and external integrations.
- Built a highly effective product management practice by **mentoring** a team of 10 senior product managers, BI Analysts and UI/UX.
- Drove adoption of best practices including **OKR metrics**, **KPI** monitoring and data driven decisioning with strong improvements in release quality, system stability and data reliability.
- Established a collaborative governance framework to align quarterly **product roadmap** and feature prioritization across operational leadership, FP&A and executive stakeholders.
- Conducted **voice-of-customer (VoC)** workshops to identify process and system gaps to derive customer journey maps, use cases and detailed requirement specifications.
- Developed and executed a multi-year **product strategy** for legacy system modernization to reduce technical debt and improve system stability.

Senior Product Manager

Jan 2019 – Jan 2020

Ship.Cars LLC

Schaumburg, Illinois

Achievements

- Delivered 4x increase in monthly load postings, making Ship.Cars the #2 **marketplace** by total load postings volume.
- Achieved 5x active single owner operator **user adoption** for iOS and Android mobile apps by enabling MVP functionality for end-to-end pick-ups and deliveries.

Responsibilities

- Conducted **customer visits** and car-hauler **ride-along** to get firsthand insights on pain points for single-owner operators, used car auctioneers and truck drivers.
- Collaborated with founders and CEO to align 2-year **product roadmap** with growth targets.

- Built a detailed backlog of innovative features and delivered **minimum viable product (MVP)** in record speed to market.

Senior Product Owner, Consultant

Walgreens Boots Alliance, CNH Industrial

Feb 2018 – Feb 2019

Chicago, Illinois

Achievements

- Achieved 20% improvement in system uptime of next-gen pharmacy platform for Walgreens Boots Alliance by implementing **KPI monitoring** dashboards and alerts.
- Delivered developer portal, partner API and data integration program for Precision Ag telematics platform for CNH Industrial, enabling 5x growth in partnerships with third party farm management information system providers.

Responsibilities

- Built product requirements and prototypes for guiding development through **Agile sprints**.
- Conducted **build vs. buy** analysis and due diligence to select dev portal vendor.
- **Architected and prototyped** OAuth2.0 solution for secure access to agricultural data.

Senior Product Manager

CDK Global

May 2014 – Feb 2018

Hoffman Estates, Illinois

Achievements

- Led cross-functional initiative to replace legacy quoting/desking **product portfolio** with ~\$100M in annual revenue with a new cloud-based platform.
- Achieved 2x improvement in online to in-store sales conversion by delivering **minimum viable product (MVP) and go-to-market (GTM)** strategy for an in-store tablet/kiosk app.

Responsibilities

- Conducted **voice-of-customer (VoC)** interviews with auto dealership users and car buyers.
- Built a 2-year **product roadmap** for in-store app, APIs and cloud backend for quoting.

Senior Technical Product Manager

Expedia Inc. (Expedia Affiliate Network)

May 2013 – May 2014

Springfield, Missouri

Achievements

- Improved platform stability, configurability and **net promoter score (NPS)** for a \$10M white-label program for affiliate and enterprise partners.
- Enabled \$2M in annual recurring **revenue** through cross-sell of hotel inventory via employee benefits portals and airline travel platforms.

Responsibilities

- Conducted **interviews** and Zendesk support ticket **analysis** to identify user pain points.
- Created **user stories** in JIRA and managed prioritization of product backlog in **Agile sprints**.
- Identified KPIs to guide incremental **feature enhancements and roadmap** prioritization.

Product Engineering

Motorola Networks / Nokia Solution Networks

Jan 2000 – Apr 2013

Arlington Heights, Illinois

Achievements

- Delivered a 2x boost to wireless network capacity with 3.5G small-cell solution.
- Authored **4 patent** disclosures for efficient use of capacity-constrained network resources.

EDUCATION

- University of Chicago, MBA, General Management, Strategy and Finance, 2010
- Western Illinois University, M.S. Computer Science, 1999
- University of Pune, B.E. Electronics and Telecommunication, 1996

CERTIFICATIONS

- Neural Networks and Deep Learning (DeepLearning.AI) – 2026
- Generative AI for Natural Language Processing – 2025
- Generative AI Workflows with Microsoft Azure – 2024
- MIT Professional Education: Applied Data Science Program – 2023
- Machine Learning Specialization (DeepLearning.AI / Stanford University) – 2023
- Product Strategy – Kellogg School of Management, Northwestern University – 2019
- Pragmatic Marketing Level 3 – Pragmatic Institute – 2018
- Certified Product Owner – Scrum Alliance – 2015
- Post Graduate Diploma in Software Technology – CDAC, India – 1998

SKILLS

- Project and Product Management: Build vs. Buy, Vendor Selection, RFP/RFQ Process, Contract Negotiations, Vendor Management, Project Planning, Budget Management, Financial / ROI Forecasting, Quarterly and Multi-year Roadmap Planning, Agile Scrum, Product Requirements using Jira, Confluence, Asana, Executive and Stakeholder Presentations
- UI/UX and Utilization Analytics: Google Analytics, Figma, Pendo, FullStory
- AI/ML: Supervised/Unsupervised Machine Learning, Agentic AI, Generative AI, NLP, RAG, CNN, TensorFlow, Scikit-learn
- Software Programming: SQL, Python, NumPy, C/C++, Java, JavaScript, JQuery, Angular, HTML/CSS, Perl Scripting, VSCode, GitHub, Vibe Coding with Claude, Replit and Cursor
- System Integrations: REST API, Postman, EDI
- Cloud Platforms: Azure, AWS, GCP
- Data Analytics / BI / Reporting: Power BI, Snowflake, Tableau, Excel, Pandas, Matplotlib
- Robotics Automation: Power Automate, AVR