

Sagar Patil

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PROFILE

Versatile and innovative global cross-functional leader with in-depth experience managing and designing world-class software solutions across a broad range of products and platforms. Demonstrated expertise in all aspects of full lifecycle product development, planning, direction, and growth strategies. Dynamic and articulate communicator who builds strong business partnerships and consistently exceeds objectives while serving as a trusted and valued business partner. A cross-functional leader with passion for developing employees and turning them into top performers. Highly skilled in creating solutions that drive revenue and leverage reputations in the global marketplace.

CORE COMPETENCIES

- ▶ Full Life Cycle Product Development and Management
- ▶ Web and Mobile Application Development
- ▶ User Experience, Design, and Creative Direction
- ▶ Product Plans, Positioning, and Growth Strategies
- ▶ Social Media Marketing
- ▶ Business Process Automation and Optimization
- ▶ User Acquisition and Retention
- ▶ Strategic Planning and Business Partnerships
- ▶ Customer Support and Satisfaction
- ▶ Hiring, Coaching, Mentoring, and Team Building

PROFESSIONAL EXPERIENCE

Founder and Owner | Metaworks, Inc

Pune, India | 02/2016–Present

Created an innovative and successful business, from scratch, to provide users with a niche product. Set up the entire e-commerce website using Shopify and actively worked with a supplier in China for manufacturing and fulfillment. Automated purchase order management and ran successful email campaigns using MailChimp.

- ▶ Generated over \$1,000,000 in revenue.
- ▶ Effectively scaled the business to achieve \$100,000 monthly revenue for three consecutive months.
- ▶ Drove more than 1.5 Million site visitors through effective online marketing campaigns that reached 13 million people in 203 countries and acquired more than 65,000 paying customers.
- ▶ Significantly Increased revenue after building an email list consisting of over 403,000 subscribers.
- ▶ Optimized conversion funnel that significantly increased add-to-cart rate over 50% and purchase rate to 4.8%.
- ▶ Decreased product cost by 15% and reduced turnaround time, from 7 days to 1 day, by building strong partnerships with dropship vendors and streamlining/automating the fulfillment process.
- ▶ Achieved a customer satisfaction rating of 92% by creating a comprehensive high-level online support system. Integrated Shopify with Zendesk (email, chat, and voice) for customer support purposes.

Chief Technology Officer and Co-Founder | Ressy (Acquired by TripAdvisor backed Eatigo)

Pune, India | 01/2015–01/2016

Co-founder and CTO for a successful location-based restaurant application that aggregates all local restaurant deals, in real time, and provides a platform for banks, credit card companies, and mobile wallets to provide significant discounts (up to 50% off) to their users. Hired and managed the engineering team and led the product development, user acquisition/retention, and online marketing initiatives.

- ▶ Raised more than \$600,000 in venture capital funding.
- ▶ Partnered with more than 1200 restaurants nationwide acquiring approximately 30,000 active monthly users
- ▶ Served as Product Lead for Ressy deals API which is used by PayTM (230M users), Mobikwik (100M users), and numerous banks and credit cards.
- ▶ Hired, developed, and trained a top performance team of technology experts after interviewing over 50 candidates.
- ▶ Led a team of 15 global designers, developers, and testers to successfully launch multiple iOS, Android, web services, and 3rd party integrations.
- ▶ Built an internal analytics tool using Tableau to help stakeholders make data-driven decisions that effectively increased resource efficiency.
- ▶ Drove more than 50,000 mobile application downloads, at CPI of ~\$2, through effective collaboration and partnerships with Google and Facebook advertising teams.

Chief Executive Officer and Co-Founder | Masterworks / Multia

Pune, India | 07/2011–06/2014

Founder of a new media agency that supported all facets of design and technical development. Company was acquired in 2013 and merged with Multia. Served as the Chief Technology Officer in the new company.

- ▶ Directed and led a team of 25 high-level developers, designers, project managers, and online marketing professionals.
 - ▶ Created and developed an online marketing/SEO campaign that generated leads worth over \$500,000.
 - ▶ Acquired more than 100 customers ranging from startups to fortune 500 companies.
 - ▶ Generated over \$100,000 in revenue from launching Multia Themes. Built strategic partnerships and set up new business ventures.
 - ▶ Directed and led the P&L strategies for the company.
 - ▶ Exceeded annual revenue target of \$250,000.
 - ▶ Led all aspects of the complex merger between Masterworks and Multia.
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AWARDS

- ▶ Oracle International Web Application Competition, San Francisco, USA, Second Place Winner, October 2011
 - ▶ Website Development Competition, IIT Roorkee, First Place Winner, March 2008
 - ▶ Website Development Competition, PVG College of Engineering, First Place Winner, January, 2008
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CERTIFICATIONS

- ▶ Sun Certified Java Programmer
 - ▶ Sun Certified Web Component Developer
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EDUCATION

Bachelors of Engineering in Information Technology, Computer Science, First Class (3.5 GPA)

Kit's College of Engineering, Kolhapur, India

* International English Language Testing System – Overall Band Score of 8.0 on a scale of 9.0