



Dr Uthara Nair

Product Manager – Internationalisation and Operations

A customer-focused professional with nearly a decade of experience working with SaaS technologies and growing companies, alongside a concurrent pursuit of a PhD in Digital Health. In my career, I built up my capability in process development, automation, business analytics, and data-driven decision-making; I have consistently excelled in customer-centric roles, supporting clients in adopting and optimising innovative solutions.

With a strong foundation in agile processes, growth strategies, revenue development, and change direction, I have demonstrated a proven track record of success in multiple sectors. My expertise in digital health has contributed to fostering strong client relationships and delivering tailored, impactful solutions for medical professionals and organisations.

As a team-oriented leader, I have cultivated high-performing teams in a trusting and positive environment, ensuring clients and colleagues are empowered to achieve their goals. Committed to leveraging my industry experience and academic background in Digital Health, I am dedicated to driving innovation and enhancing the quality of end-user outcomes and software solutions.

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KEY SKILLS

- Product Management
- Product Strategy and Roadmap Development
- Customer Experience and Value Proposition Design
- Process Automation
- Pre-Sales and Account Management
- Service Delivery

KEY ACHIEVEMENTS

203% increase in process automation (07/2021-04/2022)

Audited and improved the global Customer Success function via automation and streamlined processes that increased team efficiency and the processing of inbound opportunities by 200%.

Implementation of customer feedback loops and data analytics (02/2021 - 04/2022)

Successfully led the implementation of customer feedback loops and backend data analytics systems from scratch for two different SaaS platforms across 5 different products. Prepared reports for C-level executives and across internal projects for growth and strategy meetings.

Nationwide Customer Acquisition Initiative (01/2023 - 06/2023)

Designed, planned, and launched GoodTix, a nationwide customer acquisition initiative, which has been successful to date.

Design, Coordination and Implementation of Event Bus and Analytics Tooling (10/2023 - 02/2024)

Implemented an event bus, Mixpanel analytics tooling, and a virtual schema to merge and unify data from varied sources for C-level reporting.

TECHNICAL SKILLS

Frameworks and Methodologies	Scrum, Kanban, Agile	Other technologies	Blockchain, Voice Technology, AI, Machine Learning, Video Streaming, Java, Adalo, Microsoft Suite
Customer Success Technologies	Hubspot, Google, Zoho One, Intercom, ActiveCampaign, Salesforce, Wordpress, Vimeo, Wix, Webflow, Adobe Commerce, Bubble.io, Folk, Linear, Notion	Tools	AWS, S3, GitHub, Flutter, JIRA, Trello, Miro, Google Suite, Confluence, Notion, Dovetail, Segment, Amplitude, Zapier, Heroku, Office 365, Typeform, Roadmunk, Asana, Productboard, Adobe Creative Suite, MongoDB, Aircall, Twilio, Ghost
Web Technologies	HTML, CSS, JavaScript, jQuery, SQL	Payment Systems	Stripe, WooCommerce, Xero, Paypal, Shopify

WORK EXPERIENCE

Product Manager (Clinical Utility)

Microba

08/2023 – 06/2024

Microba is at the forefront of microbiome science, pioneering health solutions that harness our deep understanding of the microbiome.

- Successfully identified user needs and market opportunities for current and future products, both domestically and internationally.
- Defined product requirements and created detailed product roadmaps for the Tests Squad, internationalisation efforts, and Co-Biome.
- Led cross-functional teams, including developers, engineers, and marketers, to drive product development and improvements.
- Effectively balanced technical and business requirements, ensuring alignment with company strategy and goals. This includes diagnosing and triaging potential issues to avoid unnecessary resource allocation.
- Demonstrated comprehensive understanding of business operations, KPIs, and strategies, aligning product development with corporate goals and driving innovation without requiring managerial support.
- Executed advanced customer discovery, research, and segmentation projects, using strategic and tactical insights to guide product decisions and development.
- Collaborated with engineering and data science teams to synthesise complex data, leading the prioritisation of initiatives based on comprehensive customer insights and business opportunities.
- Managed relationships with key stakeholders, navigating organisational dynamics to align efforts and achieve product success.
- Articulated complex ideas effectively, inspiring action and exceeding expectations by tailoring communication to diverse audiences.
- Guided product strategy from conception through release, including road mapping, solution design, and market positioning. Led the design of go-to-market strategies to ensure product-market fit and customer satisfaction.
- Monitored product performance, advocating for data-driven decision-making and iterative improvement. Championed feedback loops and testing frameworks to validate hypotheses and enhance product offerings.

Product Manager (Internationalisation)

- Led the product management for the medical testing range, liaising with technical & global colleagues to understand the portfolio R&D pipeline and champion ongoing product improvements; led the introduction of new product and product improvements, with cross-functional colleague engagement; identified gaps and opportunities within the portfolio, and championed product enhancement ideas to suit local needs with local, regional, and global colleagues. Contributed as required to internal product evaluation forums.
- Developed and executed product lifecycle management plans and actions and, in collaboration with the broader marketing team, contributed to the development of company strategy.
- Led the building of budget and inventory forecasts for the portfolio and accurately forecasted major variances in sales forecasts based on industry, environmental and customer knowledge and sales team contribution to forecasting.
- Worked closely with production, demand planning and procurement operations to ensure supply continuity, effective inventory management, with a view to minimise stock obsolescence and destruction. Ensure supply constraints are clearly communicated internally and to customers.
- Led the pricing review of the portfolio with contributions from the sales team.
- Led the development of product marketing messages to promote product benefits. Worked with brand management, digital marketing, technical, sales, and customer care to ensure accurate messages were being communicated clearly and effectively and to help develop marketing activities.
- Aided in the NATA and ISO accreditation for our medical testing range.
- Conduct market research activities to help inform product strategies.
- Plan, coordinate and participate in trade and consumer promotional events as required.
- Remain abreast of marketing trends and innovations to maximise innovative product messaging techniques.
- Spend time with sales and technical team members in the field to gain customer insights. Directing out data capture and data visualisation of all the product analytics, and, reporting to C-level management regularly.

Head of Growth

Goods International Pty Ltd

10/2022 – 06/2023

Goods International, or good.film, is a leading media platform dedicated to producing and distributing high-quality, socially impactful content that inspires positive change.

- Developed and executed comprehensive growth strategies to drive user acquisition, engagement, and retention across multiple channels, significantly increasing platform traffic and user base.
- Identified and pursued strategic partnerships and collaborations with content creators, distributors, and industry influencers to expand the brand's reach and promote its mission.
- Leveraged data-driven insights to optimise marketing campaigns, content strategies, and product features, enhancing the user experience and maximising the platform's impact.
- Directed a cross-functional team responsible for content production, marketing, analytics, and user support, fostering a collaborative and results-driven culture.
- Established and nurtured relationships with key clients, stakeholders, and partners, ensuring alignment with the company's vision and promoting long-term success.
- Continuously monitored industry trends and competitor activities, proactively adapting growth strategies to maintain a competitive edge and capitalise on new opportunities.
- Oversaw the implementation and optimisation of a diverse range of tools and technologies, including marketing automation, content management, and analytics platforms, to streamline operations and drive growth (Hubspot, PowerBI, Databox, Atlassian, Jira, Stripe, Xero, Zapier, Canva, Figma).

Customer Success Operations

Everledger Pty Ltd

07/2021 – 04/2022

An independent technology and digital transparency company helping businesses surface asset journeys using a symphony of technologies.

- Established and fine-tuned global operations for a scaling SAAS blockchain offering, delivering continual process improvement, automation and optimisation.
- Representing the Customer Voice: the entire customer experience, from onboarding, addressing pain points and overall satisfaction, to analytics to improve the overall experience and business revenue. Conduct lead/customer qualification and communication, including KYC, billing, and demos.
- Improving key client and stakeholder relationships and expanding their business volume
- Contributing leadership and best practices, both internally and externally, around business innovation, growth, and end-user adoption.
- Delivered analytics & reporting to analyse business progress.
- Development of training documents, procedures, and expansion of industry knowledge across different growth sectors, both internally and externally.
- Streamlined and directed the systems, workflows, and tools used for Customer Support (Hubspot, WordPress, WooCommerce, AWS, Atlassian, Jira, Stripe, Xero, Typeform, Aircall, Zapier, Roadmunk, Canva, Zoom, Dovetail, Figma) to enable a collaborative and efficient way of working.

Head of Customer Innovation

ParentTV Pty Ltd

02/2021 – 06/2021

ParentTV is a video streaming platform personalising parenting advice from the world's leading research-based experts.

- Implementation and Onboarding research and development.
- Built a full MarTech stack from scratch.
- Developed and implemented sales factories and processes.
- Set up a customer success funnel and built an ideal customer profile.
- Aided in foundations for the first raise round in Australia and the US.
- Leveraged data & analytics to inform business development.
- Guided junior team members and directed interns on the traineeship.

Head of Success

Agape School of Education

06/2020 – 12/2020

An independent language school focusing on instructional design methodologies and technology for more effective education.

- Developed internal/external communication, digital content, and strategy for video, web, email, and print.
- Curator for official correspondence with stakeholders, clients, and partners to ensure quality control and compliance.
- Oversee outreach for potential partnerships and stakeholders nationwide to boost dominance in local markets.
- Graphic design and overhaul of the Agape website
- Edit and proofread all major account directory listings.

Head of Research and Success

Mycoo

01/2020 – 06/2020

We provide a simple way for gig-workers to secure customised employee benefits using an enhanced intelligence platform.

- Performed In-depth Market Research to inform fundraising, product management, and business development.
- Stakeholder and Competition Analysis
- Led a process restructuring on a product offering that included finance, sales, operations, and product management.
- Worked with the CEO to reshape offering strategies, fundraising efforts, and social media plans for increased PR and market exposure.
- Planned, implemented, and executed focus groups and consumer research to inform product development.

Head of Success

Notiv

06/2018 – 02/2020

An AI SaaS platform that drives better business outcomes from conversations using NLP and ML algorithms. (Acquired by Dubber in 2021)

- Overall business development management in Australia and the United States, with minor portfolios in the UK and Southeast Asia on a constrained budget (Acquired 2K+ users).
- Accelerated sales and growth within 7 months using proactive sales strategy - storyboards, quick response, and iterative changes to the sales process.
- Launched new product features to match audience needs & disrupt the voice-tech industry with product and design.
- Conducted, analysed, and implemented market and UI/UX research for better user retention and acquisition with product and design.
- Developed & implemented a digital marketing strategy over 12 unique channels.
- Managing all aspects of the sales process, including lead generation, qualification, evaluation, close, and account management.
- Develop the sales pipeline, prospects, and assess sales potential with the ability to move a large number of transactions or strategic businesses simultaneously through the pipeline.
- Responsible for all aspects of the consulting project - Providing product demonstrations and coordinating marketing and customer success to seamlessly work with sales, including providing the product, sales, and customer support to all clients, affiliates, and partners.
- Discovery and mapping of the customer journey for first-time users to inform communication and channel strategy.
- Managed junior associates and led them during their internships.

Content Producer

Jacaranda Finance

08/2017 – 02/2018

Jacaranda provides secured and unsecured personal loans to consumers with a very broad range of risk profiles.

- Held a pivotal role as a Senior Content Writer for Nifty Financial, specialising in digital health content development for the online platform.
- Orchestrated comprehensive content marketing strategies, encompassing digital and social media, executive materials, and localised branding tailored to the Australian region.
- Spearheaded the creation of innovative content, including op-eds and multimedia elements such as videos, aimed at enhancing user engagement and brand visibility.
- Entrusted with the strategic planning, development, implementation, and monitoring of various marketing campaigns and brand studies, ensuring alignment with the company's objectives and target audience needs.

Customer Relationship Manager

Sree Narayana Mission, Singapore

07/2015 – 10/2016

An independent public services institute for the aged and sick.

- Garnered an in-depth look into palliative care, women's issues, and other public health practices in Singapore.
- Editor and writer for official correspondence with clients, affiliates, and partners.
- Official Ambassador for the organisation and represented the organisation at numerous national public events.
- Designer for event posters and other outbound correspondence.
- Managed the overall process of publishing the annual magazine.

Medical Editor

Singapore Medical Journal

07/2015 – 10/2016

The national medical organisation represents the majority of medical practitioners in both the public and private sectors.

- Proofread, edited, and evaluated the final copy to verify that content aligned with established guidelines for publication (scientific accuracy, academic writing, and grammar) in different academic formats.
- Managing client portfolios, submissions, revisions, and correspondence.
- Organised, managed, and ran company and public events for professionals.
- Was instrumental in a company-wide shift from paper to online, involving concept, design, formulation, beta-testing, and launch of a new website.
- Managed PR and outbound correspondence with clients, authors, affiliates, the board and media.
- Negotiated agreements between employees to clarify misunderstood directions and resolve conflicts affecting performance.

Researcher

Tripartite Alliance for Fair and Progressive Employment Practices (TAFEP)

01/2014 – 06/2015

TAFEP provides resources to support fair and progressive employment practices and assistance for employees facing discrimination or harassment at work.

- Completed designated tasks with efficiency and accuracy to support research objectives.
- Profiled participants to extract data.
- Data mining, encoding, and management using SATA Software.
- Conducted focus groups, individual and group questions, training, and onboarding.

Researcher

Asia Research Institute

02/2012 – 01/2013

ARI is an interdisciplinary institute that combines the university's existing expertise in Asian Studies, the Social Sciences, and the Humanities with international scholars, research projects and institutions within the Asian region.

- Researching the Singapore Malayalee Community and Culture of Healthcare.
- Attained a solid foundation in qualitative methodologies, including moderating focus groups, ethnography, UX Research, contextual inquiries, semiotic analysis, diaries, etc.
- Framed persona challenges in the context of the participant's daily life and solved the 'jobs to be done' by providing a nuanced understanding of sociocultural trends e.g. Patriarchy, cultural beliefs, and ageing.
- Conceptualised and overhauled the Customer Relationship Management (CRM) database by selecting the filtering criteria from existing data of over 3000 names to increase usability and efficiency in terms of time saved by 50% in filtering the target audience for purposes like email blasts.

CERTIFICATES & CONTINUOUS LEARNING

Agile Instructional Design	Product Management - Building a product strategy
LinkedIn Learning	LinkedIn Learning
Blockchain Basics	Fundamentals of Digital Marketing
Coursera - University of Buffalo	Google Digital Garage
Programming Foundations: Databases	Social Media Marketing Foundations
LinkedIn Learning	LinkedIn Learning
SEO Foundations	Customer Success Management Fundamentals
LinkedIn Learning	LinkedIn Learning
Putting IITL into Practice	SQL 2020
LinkedIn Learning	Udemy

EDUCATION

Bachelor of Science – Biomedical Science, English Literature **National University of Singapore (NUS)**

06/2011 - 05/2015

Singapore, Singapore

- Cognition and behaviour analyses using neural mapping.
- Social cognition impacts on ASEAN Youths.
- Worked with public sector research initiatives, including fair employment practices on mental health.

Master of Public Health – International Health Policy **University of Queensland (UQ)**

02/2017 - 05/2018

Brisbane, Australia

- Developed and implemented telemedicine strategies and digital health solutions, such as mobile health applications and eHealth systems, to enhance maternal mental health care access and outcomes.
- Fostered graduate development through comprehensive training in the application and epidemiological methods, underpinning a robust understanding of data analytics in healthcare and health informatics.
- Provided a comprehensive perspective on related disciplines within International Public Health, emphasising the intersection of digital health, global health policy, and health equity.

Doctor of Philosophy – Health Promotion (Digital Health) **University of Queensland (UQ)**

01/2019 - 07/2022

Brisbane, Australia

- Designed and implemented a state-wide digital health intervention, utilising cutting-edge health informatics and telehealth technologies, to enhance self-efficacy and health literacy, thereby improving birth outcomes for women with gestational diabetes.
- Applied advanced biostatistical analysis techniques and leveraged health promotion strategies to drive evidence-based decision-making and optimise health outcomes.
- Led the conceptualisation, development, and execution of independent research projects, targeting a) metabolic and mental health disorders during pregnancy, b) behavioural change interventions using principles of health psychology, and c) digital health solutions, including mobile health (mHealth) and electronic health (eHealth) applications.