Prerna Burande

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Experience

Siemens Digital Industries Software   Pune & Remote, India
Strategy and Portfolio Management (Team)
  AI Program Coordinator & Launch Lead   July 2022 – Present

- **Drove AI Product Strategy & Execution:** Led program management and product management for 15+ AI product launches in a B2B environment, incorporating customer insights into product planning, with 15+ in progress. Collaborated with all product teams, developers, marketing, enablement, and senior leadership to accelerate time-to-market via strategy, GTM, and AI roadmaps. Maintained comprehensive program documentation and agile workflows. Currently driving the Agentic AI Program, responsible for technical analysis and solution pipeline development.
- **AI Roadmap & Competitive Insights**: Analyzed 8+ AI competitors to inform product strategy with market intelligence. Built 3+ AI roadmaps versions aligned with business goals, customer success, and segmentations. Created 2+ Power BI & Excel dashboards for program tracking.
- **Customer-Centric Product Development**: Designed and implemented a customer feedback framework with 6+ key metrics to track AI product adoption, engagement, and performance across multiple B2B software product lines, improving customer experience. Developed frameworks for tracking key metrics and overall program success.
- **Technical Coordination & GTM Strategy**: Managed AI product development workflows showcasing in depth technical understanding and supported Go-To-Market (GTM) strategy by crafting 3+ high-level customer presentations tailored to different people.
- **AI Innovation & Stakeholder Alignment**: Led AI ideation and feasibility discussions, shaping feature development and ensuring product-market fit. Drove cross-functional alignment through reviews and workshops to accelerate innovation.
- **Conducted business and data analysis** to design a Skill Enhancement Program for all product/non-product teams across the portfolio.

Strategy and Portfolio Management Coordinator

- Led analysis on 13,000+ product IDs, identifying bundling strategies projected to increase revenue by 20% . Currently working on software usage analytics and applying data analytics to uncover actionable insights.
- Executed data- driven competitive analysis of 10 SaaS companies, refining market strategy and product positioning.
- Analyzed & streamlined 1,300 product IDs by removing underperformers, simplifying the portfolio, improving the analytics and implementation processes riving significant organizational transformation

Elite Techno Groups   Remote
  Industry Relations & Program Development Associate   October 2021 – January 2022

- Designed 6 engineering courses in Mechatronics, Robotics, and Data Science with 5 expert instructors, and established post-course internships through industry partnerships to bridge education and employment.
- Conducted competitive analysis of 8 EdTech ventures, identifying key market trends and refining course offerings to improve market positioning and increase student enrollment by 30 %.

JD Schindler   Remote
  Intern   June 2021 – August 2021

- Developed solutions for the IoEE module, improving lift connectivity and machine intelligence while successfully navigating a remote work environment.

Leadership & Activities

TimbreBells (Start-up)   Remote
Founder and CEO   August 2020 – July 2022
- Founded TimbreBells, a music and engagement platform offering live events, courses, and workshops, recognized as a Top 20 startup in the Navyuvak Entrepreneurs' Competition.
- Orchestrated 10+ live events and hosted 500 participants, increasing engagement by 30% through innovative digital features and A/B testing various engagement strategies. Established a scalable platform combining education and entertainment, fostering community interaction and growth.

SamagriWale (Start-up)   Pune, India
Project Leader & Operations Head   April 2022 – August 2022
- Led operations and execution for SamagriWale, a venture delivering door-to-door worship offerings, achieving a 92% customer satisfaction rate during the pilot project.
- Developed and implemented Business Analytics and Decision Support Models to optimize resource allocation and improve operational efficiency, enabling data-driven decision making.

Officio (Start-up & Project)   Pune, India
Project Manager   August 2020 – May 2021
- Led ideation and validation, project management for Officio, a co-working space initiative, conducting 20+ interviews with entrepreneurs and developing a Lean Canvas and financial model for business viability.
- Earned recognition from the Wadhwani Foundation as a "Certified Potential Real Venture," scoring 4.28/5 and gaining access to global mentorship and competition opportunities.

Education

MKSSS's Cummins College of Engineering for Women   Pune, India
Bachelor of Technology, Mechanical Engineering   July 2022 (Graduation)
- **Runner-Up**, Johnson & Johnson India Crackathon (2021): Proposed a cost-effective Molten Salt Solar Power Plant in a data-driven solution with a team of 4.
- **Top 20**, The Original Pitch (2020-21): Recognized for TimbreBells' innovative potential in the Navyuvak Entrepreneurs' incubation competition.
- **Startup Fellowship** (Feb 2022 Cohort): Selected for mentorship from CEOs and access to a global network of 300 entrepreneurs.
- ASME SDC Challenge, E-Fest Asia Pacific (2020): Led the first all-girls team to design an autonomous manufacturing system.
- **Founder & Program Manager,** Team Abhyutsaha: Empowered 80 students to create projects like satellites, solar cars, and underwater bot, fostering 15 leadership roles and advancing women's leadership in engineering.
- Founder of impactful initiatives: WE (COVID-19 Emergency Hub), WINGS Magazine (Leadership Empowerment), and WISR Chapter (Inspiring Women in Research).

Skills & Interests

Technical: Programming - C, C++, Python, **Data Analysis & Visualization** – SQL, Power BI, Tableau, Excel, **Concepts** - Object-Oriented Programming (OOP), **AI & Machine Learning** – LLMs, AI Agents, MLOps, RAG, ML Systems

Cloud Technology – AWS, GCP (basic understanding) SaaS Architecture.

Language: English (Proficient), Hindi (Proficient), Chinese (Beginner), Sanskrit (Mid).

Other Skills: **Strategy** - Market Research, Competitive Analysis, Business Development, Product Strategy, Go-To-Market

Program/Product Management - Agile Methodology, Scrum, Cross-Team Collaboration, Project Planning, Lessons Learned, Stakeholder Mgmt., Product Operations, Product Planning, Product Release, Data Management, Product Roadmap Development, Enterprise Software Strategy, B2B Concepts.