

SHRIYA GOTETY

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PROFESSIONAL SUMMARY

Product Manager with 4+ years delivering enterprise products at PwC for Fortune 500 clients including **PepsiCo, Stellantis, and Florida Power & Light**. Works across the full product lifecycle, from discovery and roadmapping to stakeholder alignment, build, and launch, on Salesforce platforms and custom mobile apps. Pairs user research and data with cross-functional leadership to ship products people adopt, and builds AI-powered tools and features end to end, including a mobile app now in beta. Seeking a **Product Manager or Product Strategy** role.

PROFESSIONAL EXPERIENCE

PricewaterhouseCoopers (PwC) | Product Delivery Lead, Cloud & Digital (Sr. Associate)

New York, NY | Aug 2021 – Present

Deliver products for Fortune 500 clients, leading cross-functional teams of up to 8 from discovery through launch.

PepsiCo | Product Lead, Saavy Mobile App

- Led the delivery-driver MVP for **Saavy**, PepsiCo's mobile app: owned discovery and requirements, designed the wireframes, and led the build to ship the driver experience (route planning and start-of-day setup) in 6 weeks.
- Led development teams over the following two years to build and ship new features across Saavy, partnering with stakeholders to prioritize the roadmap.
- Drove adoption into drivers' daily routine at rollout, giving drivers a faster, self-serve way to plan their day and reducing their reliance on dispatch for start-of-day support.

Florida Power & Light | Product Owner / Business Analyst, Billing & Service Operations

- Owned the billing/usage and move-in/move-out workstreams for customer-service agents, turning stakeholder needs into a prioritized backlog of user stories with clear acceptance criteria.
- Partnered with engineering on Salesforce solutioning that streamlined agent workflows and improved case-handling efficiency by roughly 20% across two workstreams.
- Ran Agile ceremonies and user acceptance testing (UAT), keeping business and engineering aligned to ship releases on time and in scope.

Stellantis | Product / UX Designer, Digital Experience

- Designed wireframes and interactive prototypes in Figma, aligning 15+ stakeholders across UX, business, and engineering on scope, sequencing, and success criteria.
- Worked directly with business and engineering stakeholders to capture their product vision and translate it into prioritized requirements that guided the design and roadmap.

Acrisure | Business Analyst, Salesforce Solutioning

- Gathered functional requirements and authored user stories for a Salesforce build, defining acceptance criteria that reduced rework and clarified scope for engineering.
- Created executive decks that distilled requirements, progress, and recommendations into clear decisions for client leadership.
- Built an internal AI agent with ChatGPT that drafts meeting notes, user stories, and email summaries, cutting a recurring 5-hour task to under 10 minutes and standardizing documentation across engagement teams.

PROJECTS

Orbit | Founder & Product Manager (Independent Product)

Remote | 2025 – Present

- Designed and built **Orbit** end to end, a group trip and event planning app, from product vision and PRD through UX, data architecture, and code; now in **TestFlight beta** ahead of an App Store launch.
- Shipped real-time multi-user collaboration across itinerary, shared expenses with automated settlement, tasks, polls, and chat, backed by a 24-table Postgres schema with row-level security.
- Built **AI-powered booking import** that turns a pasted or screenshotted confirmation into a structured itinerary, plus AI itinerary suggestions, using Claude.
- Own every product decision: set the roadmap from user research, prioritized MVP scope, and defined the activation, collaboration, and retention metrics guiding the build.

Treedom for Palestine | Product & Growth Advisor

Remote | Feb 2026 – Present

- Audited the product funnel across UX, donation flow, and conversion tracking for a 501(c)(3) nonprofit, surfacing broken flows, navigation gaps, and fragmented payment integrations.
- Set up GA4 and Google Ads conversion tracking for the first time, then delivered a prioritized findings report with UX mockups and an 8-week roadmap that reshaped the donation funnel and partner strategy.

EDUCATION

University of Georgia, Terry College of Business, Bachelor of Business Administration, Management Information Systems

Athens, GA | May 2021

Hassenfeld Children's Hospital at NYU Langone | Volunteer, Child Life Services

New York, NY | Aug 2024 – Present

SKILLS & CERTIFICATIONS

Product Management: Product Strategy, Product Vision, Product Roadmapping, Roadmap Prioritization, Product Lifecycle Management, Product Discovery, MVP Development, Product-Market Fit, Go-to-Market, Backlog Prioritization, User Stories

AI Product: AI/ML Product Management, LLM Integration, Generative AI Features, AI-Assisted Development, Custom GPT Development, Prompt Engineering

Strategy & Analytics: Competitive Analysis, A/B Testing & Experimentation, KPIs & OKRs, Product Analytics, Data-Driven Decision-Making, Customer Discovery, Journey Mapping

Leadership & Process: Cross-Functional Leadership, Stakeholder Management, Agile / Scrum, Sprint Planning, User Research & Interviews, Wireframing & Prototyping

Technical & Tools: SQL, SOQL, GA4, Salesforce, Jira, Azure DevOps, Figma, React Native / Expo, Supabase, Claude / Claude Code, HTML/CSS

Certifications: Salesforce Certified Nonprofit Cloud Consultant (2026), Salesforce Certified UX Designer (2024), Salesforce Certified Administrator (2023), Salesforce Certified AI Associate (2023), Salesforce Consumer Goods Cloud Accredited Professional (2023)