

DHANUSH C. THOTA (DANNY)

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POSITIONING STATEMENT

Seeking a Senior Product Manager role where I can apply my expertise in data-driven product strategy, AI-enabled feature innovation, and customer-centric discovery to deliver intuitive, effective, and scalable shopping experiences

PROFESSIONAL PROFILE

Senior Product Manager with deep experience leading enterprise data products, AI-powered capabilities, and multi-team product delivery across global organizations. Proven record of shaping product vision, defining measurable success criteria, and translating user insights into intuitive, high-impact features. Adept at partnering with UX Research, Design, Engineering, and business stakeholders to run discovery, create PRDs, guide end-to-end development, and drive adoption through experimentation and continuous iteration. Skilled in automation, data governance, and modern data platforms with a portfolio of work improving decision quality, accelerating cycle times, and unlocking millions in operational savings.

CORE COMPETENCIES

- Experimentation & A/B Testing
- AI & GenAI Productization
- Product Strategy & Vision
- UX Research Partnership
- Go-to-Market/Change Management
- Customer Journey Optimization
- Cross-Functional Leadership
- Data & Analytics Platforms
- Stakeholder Influence
- Roadmap Ownership
- KPI/Metric Definition
- PRD Development

EXPERIENCE AND IMPACT

PROCTER & GAMBLE, MARCH 2019 TO PRESENT

SENIOR PRODUCT MANAGER, ENTERPRISE DATA, JULY 2023 TO PRESENT | SEATTLE, WA

- Steer the strategic growth roadmap for FastMart (P&G's enterprise data platform), driving \$2M in value creation and empowering commercial and supply chain teams to make faster, higher-quality decisions.
- Advise senior leadership on removing data-governance barriers to ensure compliance, long-term scalability, and readiness of POS data systems for worldwide deployment.
- Lead structured product discovery with UX Research and Data Science to uncover user friction, validate hypotheses, and translate insights into prioritized feature bets and roadmap updates.
- Define clear product requirements (PRDs), acceptance criteria, and success metrics for new FastMart capabilities, ensuring alignment across engineering, design, and commercial partners.
- Map end-to-end user journeys for data consumers and identify opportunities to simplify workflows, improve intuitiveness, and reduce time-to-insight.
- Raise the experimentation bar by partnering with Data Science to design A/B tests, establish measurable hypotheses, and evaluate outcomes to inform roadmap decisions.
- Guide post-launch iteration cycles by analyzing product usage patterns, reviewing performance metrics, and identifying improvements that drive sustained adoption and retention.

KEY ACHIEVEMENTS

- Discovered new performance and architectural opportunities by conducting user interviews across 15 sales teams, enabling a 116% improvement in platform performance through migration to Databricks Unity Catalog.
- Elevated customer engagement by partnering with Engineering, UX, and Sales to improve satisfaction scores and boost analytical user adoption by 105%.
- Introduced the AI-powered self-service capability, Data Studio, compressing change-management cycles from four weeks to four hours and increasing CSAT by 35%.
- Established KPIs and engineered automated monitoring and adoption dashboards to detect issues proactively, enhancing service levels by 22% and strengthening platform reliability.
- Implemented AI-driven automation, including chatbots and intelligent data pipelines, accelerating average time-to-resolution by 300%, reducing operational load, and generating \$1.2M in global savings.

PRODUCT MANAGER, ENTERPRISE DATA JUNE 2022 TO JUNE 2023 | SEATTLE, WA

- Created & Led Analyst Sandbox, an enterprise data product to give analysts a governed, self-serve environment for exploration without impacting production systems.
- Stand up onboarding to offboarding flow (intake, role-based access, least-privilege policies, environment templates), cutting time-to-insight by ~60% and standardizing setup across teams.
- Build usage, cost, and health dashboards with tagging and alerts to flag idle resources, overspend, and policy drift; enable automated deprovisioning on role change.
- Publish starter kits and golden datasets (notebooks, SQL patterns, data contracts) that raised adoption and reduced support tickets from repeat asks.
- Automate offboarding notifications and evidence capture, saving ~50 hours per quarter and improving audit readiness.

KEY ACHIEVEMENTS

- 60% faster analyst time-to-first-insight via standardized sandbox templates and golden datasets.
- 200 hrs/year of productivity savings by automating offboarding, access recertification, and evidence capture.
- Lower support volume through starter kits, runbooks, and usage/cost health dashboards with alerting; saving \$75k/year

SENIOR DATA ANALYST, AMAZON SALES TEAM, JANUARY 2022 TO JUNE 2022 | SEATTLE, WA

- Analyzed Feminine Care and Adult Incontinence category trends, customer behavior, and Amazon-specific retail signals to identify growth opportunities and inform assortment, content, and pricing decisions.
- Evaluated customer feedback, ratings, and reviews to uncover friction points and present recommendations for product content improvements.
- Supported the development of testable hypotheses for pricing, pack architecture, PDP content, and promotional mechanics to improve conversion and grow share.
- Partnered with cross-functional teams to validate experiments, measure impacts, and guide post-test actions for Amazon assortment and marketing.
- Collaborated with Marketing to optimize Amazon brand store content and media traffic for Tampax, Always, and Always Discreet, elevating CTR, CVR, and AOV while accelerating product visibility and growth across the e-commerce marketplace.

KEY ACHIEVEMENTS

- Accelerated category performance by serving as interim Commercial Lead for Amazon Fem & AI, delivering 19% sales and 19% profit growth.
- Expanded visibility and sales for Always Discreet by collaborating with Amazon to incorporate products into the “Taking Care of Mom” registry, generating a 3% sales lift.
- Strengthened competitive position by identifying pricing and pack-size opportunities across five product groups, raising share of voice by 12% and driving a 2% increase in sales.

ENTERPRISE DATA ANALYST, KROGER SALES TEAM, MARCH 2019 TO DECEMBER 2021, CINCINNATI, OH

- Analyzed sales, merchandising, and competitive share trends on Kroger to identify growth opportunities across key Hair Care category segments at Kroger.
- Assessed seasonality, consumer behavior patterns, and category dynamics to support long-range planning and performance forecasting.
- Performed comprehensive Post Event Analyses (PEA) to isolate highest-ROI merchandising events, uncovering \$2.7M in incremental sales and presenting strategic recommendations to senior Hair Care leadership.
- Crafted the first 3-year Joint Business Plan with Kroger’s Hair Care Lead Team, defining merchandising strategies that positioned the business for 3% growth.
- Engineered a targeted coupon strategy focused on inactive and deal-seeking consumers, unlocking a 5% incremental ROI and driving trade-up behavior on larger product sizes.
- Directed deployment of the tool to Shelf CoE partners across major Kroger categories, later transitioning capabilities to centralized teams for enterprise scaling, driving \$250 million in growth opportunities company-wide.
- Consolidated dispersed data sources using KNIME and Excel to build weekly insights during COVID-19, shaping category-level actions and leadership decision-making.
- Secured executive alignment on the 3-year Joint Business Plan by coordinating presentations, analytics, and strategic messaging for both Kroger and P&G CEOs.
- Enhanced forecasting accuracy by automating event-order algorithms, saving 312 hours annually and driving a 5–7% rise in promotional sales.

PACIFIC GAS & ELECTRIC COMPANY, BAY AREA, CA, MAY 2018 TO AUGUST 2018

SUPPLY CHAIN INTERN

- Automated request workflows for the IT Strategic Sourcing team using SharePoint, delivering real-time visibility into project metrics.
- Developed a Python-based database to manage gas standard part codes and remove stale data, improving inventory accuracy and forecasting transparency.
- Investigated system inefficiencies within the Corrective Action Program (CAP), providing actionable recommendations to modernize processes.

BAE SYSTEMS INC., YORK, PA, JUNE 2017 TO AUGUST 2017

SYSTEM ENGINEERING INTERN

- Validated contract compliance by analyzing government and internal documentation and creating lookup structures for cross-referencing deliverables.
- Examined and refreshed Bill of Materials (BOMs) through MS Access and SQL, ensuring alignment between historical and current product configurations.
- Coordinated meetings with engineering leads to re-baseline Work Product Reviews and refine data-collection procedures to meet CMMI standards.

PROJECTS

SENIOR DESIGN PROJECT, BAE SYSTEMS ARMORED MULTI-PURPOSE VEHICLE, SAN JOSE, CA, SEPTEMBER 2016 TO MAY 2017

- Documented four-phase requirement analysis workflows to pinpoint engineering inefficiencies.
- Formulated a quantitative bidding model to estimate engineering hours needed to complete AMPV design requirements.
- Simulated process improvements using modeling software to optimize design workflows.
- Refined the bidding process to deliver more accurate government proposal estimates

ROSS PRODUCTS DIVISION - SUPPLY CHAIN OPERATIONS PLANNING ANALYSIS, SEPTEMBER 2016 DECEMBER 2016

- Optimized forecasting models to predict product demand for upcoming production cycles.
- Created MRP and MPS records based on resource constraints and product strategy requirements.
- Built a capacity plan and simulation-based schedule to reduce production time and improve throughput.

EDUCATION

MASTER OF SCIENCE (M.S.) IN INDUSTRIAL & OPERATIONS ENGINEERING, 2018; *University of Michigan, Ann Arbor*

BACHELOR OF SCIENCE (B.S.) IN INDUSTRIAL & SYSTEMS ENGINEERING, 2017; *San Jose State University*

AWARDS AND HONORS

- Recruitment Lead, P&G Michigan Campus Recruiting
- Recruitment Lead, IISE Chapter 806 Campus Outreach
- SJSU Dean's Scholar, 2016 to 2018

ADDITIONAL INFORMATION

Languages: English, Telugu

Technical Proficiencies: SQL, SparkSQL, Python, MS Power Platform, KNIME, AWS Windows, Mac OS, Microsoft, Active Directory, Microsoft Office Suite, Microsoft Project, Visio, Access, SolidWorks, PTC Creo, Office 365

Interests: Motorsports, cars, consumer technology, basketball, snowboarding, longboarding, golfing, photography, true crime