Beena (Natasha) Matthews

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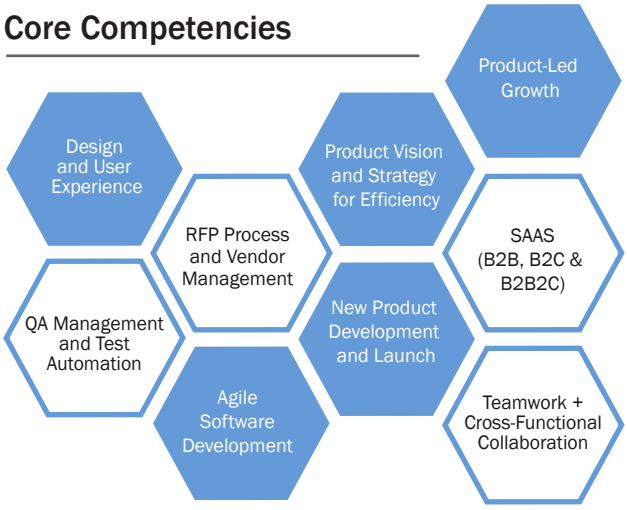
Core Competencies



Product Leader

As a results-oriented leader, adept at leveraging technology, market and system analysis, and data collection to develop profitable B2B and B2C products from inception to scale.

Accomplished in turning complex business concepts into practical strategies in diverse sectors, such as e-mobility, social networking, fintech, e-commerce, energy and utilities, entertainment and telecommunications, among others.

Proficient in developing strategies focused on product-led growth to drive revenue growth through new customer acquisition, conversion optimization, monetization, and customer retention.

Skilled in effectively managing cross-functional teams comprising Product Managers, Designers, Engineers, and Vendors located both on-site and off-site, with team sizes of approximately 100 individuals, in both enterprise and startup environments.

Education

Bachelor of Engineering with Distinction
Manipal Institute of Technology, India

Certifications

CSM Certified Scrum Master (Dec 2013)
CSTM Certified Software Test Manager (Apr 2006)

Patent (Inventor)

16/016397 Devices and Methods for Enabling Communication Between a Single Client Computer and Multiple Different Services On a Server Computer, Each Service Having a Different, Incompatible Client Profile.

Recent Professional Experience

Present — Vice President of Product Strategy — **Activitybees** Remote

Developed a compelling product vision and strategy to create a hyperlocal social networking (B2C) platform that locally connects individuals, kids, and professionals, with similar interests and skill levels to help pursue their passion.

- Led mobile app design and launch on Android and iOS platforms, leveraging market and competitive analysis.
- Facilitated data-informed marketing decisions by integrating quantitative findings, AB testing, qualitative research, and customer feedback. This included crafting hypotheses, executing experiments, and optimizing for optimal results.
- Created a pitch deck to secure $3.9mi in seed funding, aiming to expand the user base from 20K to 1.5mi and generate $150K in revenue through advertising, subscriptions, and commissions.

2022

2021 — Vice President of Product Strategy and Innovation — **Greenlots (Shell)** Los Angeles CA

Spearheaded product strategy and innovation for delivering innovative global electric vehicle software (SAAS) and infrastructure solutions, which are integral to building the future of electric mobility.

- Orchestrated a team of 9 people consisting of Business, Technical, and Analytical product managers, UX Designers, Documentation Specialists, and Product Operations.
- Developed a coherent narrative that showcased how the products, services, and capabilities could scale and provide value across the entire Software, Hardware, Payments, and Services ecosystem.
- Positioned products and capabilities within Shell's global EV enablement strategy to launch them worldwide.

2021

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2021 Director, Product Management **Verifi (Visa Inc)** Wilshire Blvd CA

As a product leader implementing the product-led growth strategy, I took the lead in creating and launching a dispute recovery solution to assist merchants in recovering revenue lost from chargebacks. my accomplishments included:

- Within a year, reimagined and rebuilt a $10M self-service chargeback recovery product on Visa's platform by implementing a customer-centric approach, M&A strategy, and pricing strategy.
- To reach an untapped market of small and medium-sized businesses, integrated a low-touch sales channel into the marketing approach to offer a flexible, intelligent, and scalable product for real-time multi-channel collaboration.
- By integrating APIs with payment services, led to automation, resulting in a 20% reduction in operational costs.
- By utilizing a combination of quantitative and qualitative research, revenue was successfully doubled by focusing on new merchant and reseller adoption, as well as customer retention. This approach also led to the optimization of the go-to-market (GTM) strategy and the streamlining of sales cycles..

2019 Director, Product Management **Ticketmaster (Live Nation)** Hollywood CA

As a platform product leader, drove the product strategy and vision for the company's B2B platform, empowering sales, marketing, and tech partners to enhance fan experiences, increase ticket sales, and improve venue operations.

- Initiated customer self-service tools, leading to a 10% decrease in customer onboarding.
- Created and launched common components, such as a user onboarding, scheduler, email service, notifications, and a feedback tool, to streamline development and reduce duplication of effort across multiple product lines.

2018 Director, Product Management **ADP** Pasadena CA

As a product visionary, spearheaded ADP's digital transformation by modernizing its core tax engine, which involved a 5-year, 107 mil USD transition to replace outdated and uncompetitive legacy products.

- Negotiated a strategic roadmap to transition 700K customers from a 30-year-old mainframe code to a modern Java-based application with multiple enterprise integration points, resulting in estimated annual savings of $25M in operational costs.
- The consolidation of six overlapping systems into a single system of record resulted in a 50% reduction in integration-related errors through the development of real-time APIs. This led to a 60% decrease in operational costs in critical areas, such as error-related research, data validation, and call center volume.

Spearheaded a major initiative to unify client profile data, a crucial aspect of delivering accurate tax filings, which is one of ADP's core business functions.

- By replacing an outdated system, a unified back-end service (API) was developed to manage client profile information, centralizing data related to client identity across 7 client-facing products and 8 internal systems.
- This initiative eliminated approximately 300,000 out-of-sync errors per year, resulting in significant benefits, including an 80% reduction in customer onboarding time from 24 to 4 weeks and timely tax filings.

2015

Prior Work History

2015 Vendor Manager (Contract)
Capital Group Irvine CA

2013 Product Leader
IBM India, Ltd various client locations US

2005 Business Analyst
Covansys (CSC) Bangalore + London

2000

Professional Achievements

As Product Leader @ IBM

- Led various engagement teams to deliver creative business solutions for Fortune 100 companies involving product strategy, product definition, product evolution, product growth, architecture design, technology implementation, and go-to-market strategy.
- Developed key relationships with top decision-makers to facilitate buy-in of proposed solutions. Key engagements included:
  - Fintech (American Express, SunTrust Banks, Citigroup)
  - Insurance (StateFarm)
  - e-Commerce (Home Depot, Lawson)
  - Telecom (Nokia)
  - Energy and Utilities (National Grid)