

# Ronak Parikh, M.B.A.

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## Professional Experience

**Merkle Inc, A Dentsu Aegis Network Company**

**New York, NY 2017-Present**

***Vice President, Global Product Strategy & Management – Data Solutions***

***2017-Present***

Manage team of product managers globally. Increase top line by 20% by introducing new products and scaling the 3<sup>rd</sup> party B2C & B2B data business (<https://www.merkleinc.com/what-we-do/data>)

- Launched new 3<sup>rd</sup> party B2C data products for online and offline marketing and advertisement use cases in UK, Australia.
- Introduced trigger based B2C data products for marketers to target by life events and customer location in the US.
- Partnered with financial and events co-operatives to introduced 2<sup>nd</sup> party data products globally.
- Instituted analytical process for testing 3<sup>rd</sup> party data providers to aid selection within multi-sourced data products.
- Demonstrated proof of concept for increasing onboarding rates to 65% for B2B data for digital marketing.

**Dun and Bradstreet**

**Short Hills, NJ 2013-2017**

***Global Leader, Director, D&B Audience Solutions – A New Digital Marketing Product***

***2015-2017***

Manage and scale products within D&B's digital marketing offering. D&B Audience Solutions consists of multiple products that bring D&B's offline data online to help with digital marketing use cases. Its mission is to build the largest set of deterministic B2B decision makers in the US for digital marketer to increase precision and scale of their efforts and attribute ROI on their spend (<http://www.dnb.com/products/marketing-sales/audience-solutions.html>).

- Doubled match rate of unknown visitors to customer website by employing best in breed matching technology and machine-learning algorithms to associate companies to IP Addresses.
- Increased coverage of B2B decision makers online by implementing best in breed identity resolution algorithms by leveraging internal and external datasets and working with strategic match partners.
- Created new revenue sources by launching Account Based Marketing (ABM) for B2B marketers with look-alike modeling.
- Secured key logos in the first year by implementation competitor displacement campaigns working with cross-functional teams of marketers, pricing and sales training teams.

***Director, D&B Data Exchange – A New Data As a Service (DaaS) Product***

***2013-2015***

Developed and managed product strategies from Ideation to GTM. D&B Data Exchange is an innovative, one-stop shop of linked Data from D&B and other Data Providers. Customers can get premastered, linked data to mix and match to better understand customers, forecast demand or develop a new customer base. D&B Data

Exchange became the fastest growing product at D&B with revenue over 10M USD its second year (<http://www.dnb.com/dataexchange>).

- Identified and negotiated contracts with data providers to onboard strategic partners onto the Data Exchange.
- Developed sales campaign by working with marketing on multi-channel campaigns and trained sales team on value proposition.
- Worked with developers to develop API to integrate with 3<sup>rd</sup> party CRM, marketing technology (MarTech) providers, and developer community.
- Developed a robust pipeline of 10M USD within the first six months after product launch.

**Rutgers University, Rutgers Business School**

**Newark, NJ 2013-Present**

***Lead Instructor, Executive Education, Data-Driven Management & Leadership***

***Part-Time Lecturer, Business Forecasting in R***

- Institute knowledge of R programming to implement data analysis and forecasting.

**Bloomberg L.P.**

**New York, NY 2000-2013**

***Program Management, Business Development (Data Products & Attribution Reports)***

Managed a team of 12 developers and product managers. Developed and managed product strategies & resource plans with budgets over \$300M to create visualization of data, functionality, and workflow within the Bloomberg Terminal.

- Increased accuracy of search results by 400% from understanding the motivation of customer searches by analyzing a large dataset of search queries and applying metadata enrichment to content.
- Eliminated data defects by implementing new processes for data acquisition and refinement based on analysis of large datasets of customer queries related to data defects.
- Redesigned search based products by applying UX principles to accurately answer 90% of customer questions within two minutes.
- Interfaced with external users to gather intelligence, close sales, and obtain feedback on product redesign and enhancements.
- Reduced competitor market share by 20% by increasing new functionality adoption rate of existing customers from analyzing their behavioral traits in addition to demographic traits.
- Decreased product expenses by 15% by helping business managers align developmental, marketing, and operational resources by developing tools that helped them analyze their product functionality usage data in real time.
- Contributed towards a 300% increase in customer satisfaction of product usage by reducing defects, presenting data in fewer clicks, and introducing easy navigation of product screens.
- Increased team's time spent on new development by 40% by automating maintenance and testing.
- Created a golden copy of security data from various groups within Bloomberg to feed to the analytic engine that would crunch portfolio analytics and risk data.
- Reduced exchange fines paid by the department from \$300,000 to \$0 by building real-time monitoring and reporting tools.
- Decreased yearly fixed costs by 20% by transferring monitoring responsibility from costly in-house application programmers to a more cost-effective operations department.
- Instituted Capacity Maturity Model (CMM) for department's software development methodology.

## **Education**

**Columbia University**

**New York, NY, May 2006**

***Columbia Business School, Executive MBA, High Honors***

- Beta Gamma Sigma (Business National Honors Society), Graduated in top 5% of M.B.A. program.

**Columbia University**

**New York, NY, May 2002**

***Columbia School of Engineering and Applied Science, Master of Science, Computer Science, High Honors***

**Rutgers University**

**New Brunswick, NJ, May 2000**

***Rutgers College, Bachelor of Science, Computer Science***

- Graduated with high honors from General Honors Program, an invitation-only program consisting eighty students selected from an incoming class of thousands.

## ***Additional Assets & Roles***

- Assisted with college recruitment initiative at D&B for Rutgers University.
- Led college recruitment initiative for Research and Development Department at Bloomberg.
- Guest Lecturer, New Hires for Research and Development Department at Bloomberg.
- Co-President, Columbia Business School Alumni Club of New Jersey (2006-2010).