

# Vikrant Agarwal

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## SUMMARY

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- Experienced in: Product Management, Game Monetization, Data Analysis & Telemetry Management, Live Operations, Feature Design, Cross Functional & Global Team Leadership, Technical & Business Operations, Risk Management, Information Security
- Blogger at **GeeksMirage.com**

## EDUCATION

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- Carnegie Mellon University**, Pittsburgh PA, USA Aug 2008 - May 2010  
Master of Science in Information Security Policy and Management
- Pune Institute of Computer Technology**, Pune, Maharashtra, India Sep 2004 - June 2008  
Bachelor of Engineering in Information Technology

## RESEARCH AND PUBLICATIONS

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- **Published papers** on "Cloud Computing" and "Privacy of Facebook" in the Heinz Journal (**SSRN** 1990440 / 1990442) in Oct '09
- Semifinalist (Top 100) in the **Google Online Marketing Challenge** 2010, out of over 2000 Global teams

## WORK EXPERIENCE

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### Product Manager, DeNA Games (ngmoco), San Francisco (Nov'15 - Present) 12 months

As a Product Manager on multiple Mobile tiles, I am responsible for leading event design, new feature design and revenue delivery

- **Blood Brothers 2: Strategic Fantasy RPG (iOS/Android)**
  - Led weekly **PvP** events which included creating Event & Leaderboard rewards as well as sales via **Gacha and Bundles**
  - Led the Tournaments feature which involved detailed **feature design** & creating a 6 month feature roadmap
  - Created various specs and **UI flows** for new features such as advanced crafting and energy & gold management
  - Analyzed **paying segments** to improve monetization, which increased revenue to over \$1.5m for PvP events
  - Trained PMs for our studio in Santiago, Chile. Served as an **advisor** for character, event, feature and monetization design.
- **Robotic Warriors (Android)**
  - Helped design required game **analytics** for key metrics needed for Limited Launch and World Wide Launch
  - Designed and implemented a Google Appscript tool to facilitate easier creation of the Tutorial and FTUE flow.
- **Deckstorm: Duel of Guardians (iOS/Android)**
  - Lead for **PvE** "Challenge" events. Designed **stages** & extra engagement features for novice, core and expert players.
  - Created fun **card packs and bundles** for players to get the latest characters and items every week
  - Implemented a detailed **monetization** plan to track all the SKUs on a weekly and monthly basis

### Monetization Product Manager, Electronic Arts, Redwood City (Dec'14 - Oct'15) 11 months

As the Monetization (MTX) Product Manager for Pogo.com and Pogo Mobile, I delivered over **\$15 million** in revenue. Pogo.com consists of over a hundred games which have 8 Monetizing product lines with an inventory of over **10,000 items**.

- Analyzed product lines to find the biggest revenue generators. Found trends which boosted revenue by **\$4m** in 2015.
- Reworked sales strategy to match monthly events with the best sales, boosting revenue by **\$600,000** in 2015
- Optimized player LTV value by **segmenting** our Casual, Mid and Core (Whales) players
- Designed Monetization **Features** for New Games (Powerups, Coin Bundles) with the Product team and 3<sup>rd</sup> Party Vendors
- Highlighted MTX items by working with the **Marketing** team (Newsletters, User Acquisition, Advertising, Community)
- Worked with the **Art/Design** teams to facilitate item production and asset production for every sale/release (~30/month)

### Analytics Manager, Electronic Arts, Redwood City (May'14 – Nov '14) 7 Months

As the Lead Analyst for Dawngate, a MOBA (Multiplayer Online Battle Arena), I worked on Monetization Strategy and analyzed all in game and external Telemetry for various teams working on the game.

- Created presentations highlighting key **KPIs** - DAU, Churn, Revenue, ARPU, ARPPU for senior **Bioware** management
- Developed **multiple Monetization models** to highlight and compare character sales with the sales of skins, wards, announcer packs and other game items. These included adding in buy rates for Earned and Paid currency; Skin attach rates; Sales vs. Playrates; First week vs Lifetime Sales. Also introduced **Item Discounts** to boost low performing store content.
- Worked significantly with the **Marketing team** and helped strategize marketing initiatives and KPI measurement
- Created reports for **Art & Design**, to highlight skin performance and strategize on vanity item art creation vs. sales
- Determined appropriate metrics and coded complex queries in **SQL Server** to create automated reports and dashboards
- Worked with our **Data warehousing** team to add in multiple new tables and create more translational tables for efficient reporting. Also worked with the engineering team to facilitate easier telemetry rollouts for new features.

## **Senior Business Analyst (AVP), Citigroup Inc., New York (Sep '11 – Present)**

30 Months

As part of Citigroup's Security Analytics team, I had a multifaceted role which involved dealing with various global teams. I created the strategy, policy and analysis to drive adoption of new and existing security products. This involved marketing the product, creating policies and tracking effectiveness via analytics & dashboards.

As the S-SDLC (Secure System Development LifeCycle) Metrics Product Lead, I tracked and analyzed 8 Security Initiatives.

- Developed an end to end **Reporting** process. Created an extensible analytical application to produce metric breakdowns.
- Under my charge, Product Usage increased from **2.5% to 55%** from May '12 to Dec '12 and to **95%** by Dec '13.
- Defined the S-SDLC Metrics **Roadmap & Project Plan** to manage **Product Risk** for Corporate Compliance for 2012 - 2014
- Drove **Global Compliance** by interacting with hundreds of business personnel to enforce change requirements
- Defined **Policies** in the Development phase and **saved over \$6m** by remediating vulnerabilities earlier in the lifecycle
- Developed **Manuals** and conducted **Global training** sessions for Managers, IS Officers, Regional and Business groups

## **Enterprise Risk Services (ERS) Consultant, Deloitte and Touche LLP, New York (Sep '10 – Aug'11)**

13 Months

Worked with the Operations and Technology Risk Management (OTRM) team at a leading financial firm.

- Conceptualized, designed and implemented metrics generation and reporting systems (Access – SQL, VB). Generated reports (Excel Pivots, PowerPoint) which helped senior management identify trends and anomalies using the data given.
- Implemented metrics for Production Tests and Issue trends. Also created process flows for Issue management.

## **ACADEMIC EXPERIENCE**

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### **Social Media Consultant – Thomson Reuters (Jan '10 – Apr '10)**

- Analyzed sentiment for Reuters.com and presented the findings to senior executives at Thomson Reuters HQ in NYC

### **Project Manager - Tiversa (Sep '09 – Dec'09)**

- Managed a team to profile P2P users on the basis of IP. Affinity Grouping / Clustering was done for Music and Movie data
- This information about BitTorrent users was correlated to data in the long tail and was used for targeted advertising

### **Research Assistantship (Mar '09 – May '09)**

- Understood the market and scraped details (in Perl) like popularity, quality and date posted of pirated streaming movies
- These details were compared to those of pirated movie torrents to deduce meaningful statistical trends

### **Privacy of Facebook (Aug '08 – Mar'09)**

- Investigated the privacy and security aspects of Facebook's unencrypted chat data by capturing network data packets

### **Cloud Computing (Sep'08 – Dec '08)**

- Analyzed the cost benefits of cloud computing for small industries and startups as opposed to the companies building their own IT infrastructure. Market details such as the differences in the services were discussed as a selection parameter.

## **SOFTWARE SKILLS**

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**Tools:** Tableau, SQL Server, JIRA, Jenkins, AppScript, Argus, MS - Access, Excel, PowerPoint, RSA Archer eGRC, SAP Business Objects, HP Quality Center, IBM Appscan, AWS RDS.

**Technical Skills:** Proficient in SQL, VBA. Also worked with Perl, JS, C.

## **LEADERSHIP**

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### **Deloitte**

- Mentored 6 high school students as a part of Junior Achievement's education program.
- Recruited for Deloitte at the CMU Campus & Network New York and part of the editorial team for Deloitte CMU alumni.

### **Carnegie Mellon**

- Placed 1st in the Heinz College Finance Club Investment Challenge, with an increase of 15% of the portfolio in 3 days
- Member, Heinz Consulting Club. In charge of HCC Magazine. Marketing and Editorial team member, Heinz Journal

### **IEEE Management**

- Chaired the PICT IEEE Student Branch in 2006-7, increased the membership fourfold and headed the various technical clubs
- Interviewed for the March '07 issue of "IEEE-The Institute" in the article "Copy and Paste Papers Put Profs on the Offensive"

## **OTHER ACTIVITIES**

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- Lifetime Member of **MENSA USA** and CA/NY Chapter.
- Active member of many meetup groups. Gaming Enthusiast, Avid Reader and Technophile.
- Volunteered to give lectures on 'Internet' in rural schools and have also raised money for underprivileged children