Vik Agarwal

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SUMMARY

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

EDUCATION

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, India   Sep 2004 - June 2008
Bachelor of Engineering in Information Technology

RESEARCH AND PUBLICATIONS

- **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

Product Lead - Liveops, Amazon Game Studios, Seattle   Oct '17 - Present

As a Lead Product Manager, I manage Business strategy, Monetization, Analytics and Live Operations for various Games and Game Services across Amazon Game Studios.
- **LiveOps**: Conducted multiple internal and external A/B tests for 4 new game concepts. Also advised the creation of a new analytics and A/B testing tool along with setting new standards for analytics definitions and practices.
- **Cross Team Collaboration**: Worked with many internal teams at Amazon - Legal, Finance, Performance Marketing, Brand Marketing, Trademark, Application Security, Community and PR to live test these new game concepts
- **Game Production**: Authored Technical Security documents, Features and KGIs / KPIs for our prototype game launches
- **Product Advisor**: Advised new projects such as The Grand Tour and unannounced FPS by helping them with Feature Design, Store Design, KPI implementations and Retention analysis
- **Twitch Prime**: Launched new game offers by collaborating with Engineering, UX, Marketing, Analytics and Biz Dev teams
- **Twitch Extensions**: Advised the team about their 2019 strategy and P&L. Launched game related extensions such as Dragonslair, The Collaborative and Twitch Picks.

Senior Monetization Product Manager, MachineZone, Palo Alto   Dec '16 – Oct '17

As a Senior PM on **MobileStrike**, **Game of War** (Both were Top #3 Games worldwide, grossing > $1 Billion) and **Final Fantasy XV: A New Empire**, I was responsible for various monetizing elements in these games.
- **Conversion**: Focused on the players First Purchase. "How do I provide Value without reducing time to Second Purchase?"
- **Early Funnel**: Created specific targeting and inflation sales, based on player age, lapsed spending and currency balances.
- **Late Funnel:** Managed Top line revenue from Whales and Dolphins. Also worked on price point optimization.
- **Economy Inflation/Deflation**: This was tested frequently, on micro test cohorts as well as on a macro game wide basis.
- **A/B testing and Analysis**: Performed hundreds of A/B Tests on player segments, including Pre and Post churned players.

Product Manager, DeNA Games (ngmoco), San Francisco   Nov '15 – Nov '16

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

Product Manager, Electronic Arts, Redwood City   May '14 – Oct '15

➢ 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 3rd 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)

➢ As the **Analytics Manager** 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 easer telemetry rollouts for new features.

Senior Business Analyst (AVP), Citigroup Inc., New York   Sep '11 – Apr '14

As part of Citi's Security Analytics team, I created the strategy, policy and analysis to drive adoption of new global security products.

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
- 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

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.

SOFTWARE SKILLS

Tools: SQL Server, Tableau, Apache Superset, Redash, JIRA, Jenkins, AppScript, Caravel, Basecamp, MS - Access, Excel, PowerPoint
Technical Skills: Proficient in SQL, VBA. Also worked with LUA, Perl, JS.

LEADERSHIP

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

- Lifetime Member of **MENSA USA** and CA/NY Chapter.
- Actively mentor and provide career advice to professionals interested in joining the gaming industry.
- Gaming & Esports Enthusiast, Avid Reader and Technophile.
- Volunteered to give lectures on 'Internet' in rural schools and have also raised money for underprivileged children