Contact

www.linkedin.com/in/shalabh-
dongaonkar (LinkedIn)
cal.com/dshalabh (Personal)
github.com/Dshalabh (Portfolio)
share.streamlit.io/user/dshalabh
(Portfolio)

Top Skills

Business Relationship Management

Business Acumen

Strategic Leadership

Certifications

Professional Scrum Product Owner
(PSPO)

Artificial Intelligence & Machine
Learning Program

Shalabh Dongaonkar

Director Product Management | IIM Indore | PSPO | RSG-Rightsline
Gurgaon, Haryana, India

Summary

Hello From Shalabh!!

I am Director of Product Management with expertise in building
Artificial Intelligence based Media Tech products. I lead Asian and
European product implementation teams

• Media & Entertainment Digital and Contractual RightsManagement
Applications (Build/ Conceptualized end-to-end rights management
including acquisitions, underlying contractual rights, royalties,
financial amortization and rights available Catalogs along with Linear
& Non-Linear Scheduling applications such as FAST/SVOD/Catch -
Up Scheduling applications)

• API's Interfaces as Product Manager worked with the Tech team
on different API Structures: Internal API's for accessing the resource
with the application. Partner API's for controlled third party API
gateway. Composite APIs for micro-service architectures.

• Go-To-Market for Product follows the minimum viable product/
prototypes (MVP) strategy, we design the product to determine
the specifics of our offering, not just the product features and
functionality, but also in terms of usage, pricing, messaging and
offers.

• Collaborated with Multi-Billion Dollar companies to increase the
footprint and Product placements.

• Launched and demonstrated the New Product(s) at various Trade
Fare such as NAB (Las Vegas), IBC (Amsterdam) & Companies
User Group Summits Conferences and Webinars.

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Experience

RSG-RightsLine Solutions
Director Product Management
August 2024 - Present (1 year 4 months)

• RSG Media - Naviga Global is acquired by RightsLine Solution Company.
•Product Leader with expertise in Product design, Product Roll-out, envisioning MVP's & Go-To Market Strategies, lead & define Product vision.
•As Director of Product Management, I own Product Innovation, Roadmap, Strategy & Product Launch for new products and its versions.
•Achieved SaaS-based offering of RSG's flagship Product with new open-source technology stack (PostgreSQL with React and NodeJS)
•Enhanced the End-to-end rights management (including acquisitions, underlying rights, royalties, the Available Rights Catalog and Rights Out)
•Conceptualized & built Non-Linear Scheduling Application for On-Demand program (VOD, SVOD, Catch- Up). Integrated with AWS Elemental MediaConnect for live streaming workflow ingests video sources from content providers or media storage over IP networks directly.

RSG Media - Naviga Global
Director of Product Management
April 2020 - July 2024 (4 years 4 months)
Gurugram, Haryana, India

• Naviga Global (Vista Equity Partners) acquired RSG Media Systems in April 2020.

RSG Media
12 years 11 months

Manager Business Analyst & Client Engagement
2017 - April 2020 (3 years)
Gurgaon, India

Partnered closely with C-Suite management to optimize, design and implement enterprise solutions that address ever-changing business demands. Managed multi-national client relationships across the U.S., the U.K., Europe and India, with global Fortune 500 companies including Viacom, Sky Broadcasting, Star TV, Prosieben Sat1.
Strong leadership, project management and delivery results while implementing enterprise products. Communicate well with all stakeholders with a constant focus on quality results and people management.
Increase client base/revenue by innovating product line with new ideas/ offerings in areas of SaaS-based offering, Analytics, Data Visualization and drive product launch from Concept to Market Acceptance

• Client Engagement: Lead a cross functional team of consultants, senior consultants, business analysts, and subject matter experts to help clients achieve new performance highs, formulate growth strategies and managing customer success.
• Engagement Specialist and Analyst Manager with a proven record of stamping success in organization and delivering significant profits
• Designed and envisioned as a Product owner of 4.0 version of the product, which was strategically important for company to move out of Oracle DB to PostgreSQL DB with Reach and NodeJS frontend.
• Managing the existing Account stakeholder to understand the Yearly budget allocation and adequate staffing.
• Evaluate product opportunities to determine market viability, competitive landscape, and revenue potential
• Gather and distil business requirements from client interactions, SME's, conferences, competitor and market research, Industry Experts
• Drive sales initiatives, RFP's, client demo's, conferences, trade fares etc.
• Align Product Strategy and Sales Effort with Sales & Marketing to develop and support a go-to-market strategy for the product
• Preparing Project Performance Reports for Steering committee
• Managing various clients size worth $5M- 20M annual revenues

Senior Business Analyst
April 2014 - 2017 (3 years)
Gurgaon, India

Lead development of 3.0 version of the product, strategically important for unifying all code bases, across all clients
• Define Product Strategy to increase market presence of RSG outside the USA, with primary focus in entire North America, Europe, Asia and Australia
• Define requirements and design API based integration/migration approach of RightsLogic with any 3rd party integration for all future and existing clients
• Envision RightsLogic 3.0 with enhanced usability and scalability features to handle new age requirements, higher data-volume, and increased transactions
• Design new product ideas and build working prototypes which can be vetted with new and existing clients
• Focus on data migration improvement to drive client success for easy product adoption
• Monetize areas of RightsLogic which were built as features by converting them to engines allowing RightsLogic to integrate with third party systems and use its engine to drive calculations for any external system through integration
Key Clients: Discovery, Viacom, Univision, BSkyB and Astro

Business Analyst

April 2011 - April 2014 (3 years 1 month)
Gurgaon, India

Mentor RSG India team to understand business requirements and improve development and testing approach
• Co-ordinate with Sales and Marketing team for demo of the module to new clients, at user group meetings, trade fares and showcase the new features
• Define Product Requirement for ongoing implementation
Develop product from concept to Market Acceptance and sell the product across two additional clients within 2 years of conceptualization
• Write product requirement documentation for multiple clients to define the features and capabilities required to address market opportunity
Key Clients: Star TV, AMCN, and Univision

Lead Analyst

June 2007 - April 2011 (3 years 11 months)
Gurgaon, India

- Analyzed the Requirement Specifications & reviewed design documents
- Created Test Plan and estimated the testing effort needed
- Ensuring/Following up the availability of Test Environment
- Designed and executed Test Cases; Reporting Defects and Tracking Defects
- Worked with Business Analysts to determine and prioritize execution scenarios
- Collecting Test Metrics - Test Summary Reports
- Participated in Daily Standups, SPRINT Planning, Refinements, Review & Retrospectives
- Present the timely status to the Client/Project stakeholders and management and instill confidence about the work being done
- Provide guidance to junior resources to help

OneShield Software
Senior Analyst
March 2006 - May 2007 (1 year 3 months)
Gurgaon, India

As a Senior Quality Engineer, I was involved in the validation and verification of the build & patches and overall testing of the application.
During my tenure with One shield I often took part in requirement gathering along with the Tech Leads.

HCL Technologies (SoftVision Technology)
Software Quality Analyst

January 2005 - February 2006 (1 year 2 months)

Noida Area, India

Analyzed the Requirement Specifications & reviewed design documents

-Worked in Client-side (HCL Tech, Noida).

Created Test Plan and estimated the testing effort needed

- Ensuring/Following up the availability of Test Environment

- Designed and executed Test Cases; Reporting Defects and Tracking Defects

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Education

Indian Institute of Management, Indore
Executive Post Graduate Program , Business Administration and
Management, General

Emeritus - Singapore
PGDBM (Post Graduate Diploma in Business Management), Business
Administration and Management, General

Bachlore In Engineering
Bachelore In Engineering, Mechanical Engineering