

## Contact

[www.linkedin.com/in/chinmaya-natarajan](https://www.linkedin.com/in/chinmaya-natarajan) (LinkedIn)

## Top Skills

Product Launch and Growth  
Team Management  
Project Management

## Languages

English (Native or Bilingual)

## Certifications

Machine Learning  
'Super-Earths and Life' offered by Harvard University  
Data Analysis using Excel  
Machine Learning Specialization  
SQL for Data Science

# Chinmaya Natarajan

Digital Business Manager. I help entrepreneurs launch products and manage their growing teams.

India

## Summary

Are you an entrepreneur or business:

- Looking to launch a digital product?
- Have a product idea that you'd like to validate, prototype, and iterate?
- Need help to hire, onboard, and train a stellar team?
- Searching for someone to manage your amazing remote team or community?
- Looking to outsource the planning and execution of a project or online event?
- Trying to streamline your processes and systems to scale your businesses further?

Hi! I'm Chinmaya and I help business owners strategize, plan, and execute their ideas so they can serve their audience better and scale their business without having to work more hours.

I have experience building and marketing a wide range of products (Analytics, AI infrastructure, Productivity apps, e-Commerce apps, and consumer goods) and I love working with online entrepreneurs. I manage projects and teams from Brainstorming to Launch to Customer Smiles

I may be able to help! Here is what some of my clients have said...

"Chinmaya successfully led the PM thinking with a very structured approach leading to the delivery of key customer value, which enables them to increase user productivity, save hardware costs, and lower their carbon footprint. He consistently demonstrates people leadership and has been involved in hiring and mentoring PMs on the team." - Apoorv Seth, Director, Chief of staff at Microsoft India

"I had the pleasure of working with Chinmaya and was his client. Amazing attitude and deep professional knowledge are a great combination which is hard to find in the industry - and Chinmaya has them both." - Nimrod Gesher Goldberg, Entrepreneur at Tel Aviv

"Chinmaya reported to one of my managers and he did very well in his core mission, achieving strong results and servicing all clients seamlessly despite remote location and multiple time zones. He was an excellent team player, and it was great having him on the team." - Amine Melouk, Co-Founder & CEO at AlterID

Tools I love using: Asana, Trello, ClickUp, Airtable, Google Suite, various Gen AI apps, Zapier, Canva, Figma, WordPress, Loom, Slack - and anything I don't know, I'll teach myself. I'm always looking to increase my digital arsenal.

I'm currently taking new clients! Are you ready to take your business to the next level? Send me a message for a free 30-minute consultation so I can learn more about your business and assess how I can support you.

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## Experience

### Freelance

#### Digital Business Manager

September 2025 - Present (9 months)

I help entrepreneurs strategize, plan, and execute their product ideas and projects so they can serve their audience better and scale their business without having to work more hours.

I also help digital business owners manage their remote teams so they can operate smoothly and focus on the higher order needs of the business.

### Microsoft

5 years 3 months

#### Senior Product Manager

March 2022 - February 2025 (3 years)

Bengaluru, Karnataka, India

Responsibilities:

Product Management: Led the development of an AI-powered analytics platform that empowers enterprise customers to manage their devices simply and securely. Shaped the product direction by engaging with over 25 top global enterprises on prototypes and private previews.

Team Management: Led a team of 3 PMs and built AI infrastructure for a product suite that generates \$1.5B+ annual revenue. Shaped the team culture by hiring, onboarding, and training full-time employees and interns.

Project Management: Influenced stakeholders across 12 global teams to light up natural language-based analytics on a fleet of devices.

#### Achievements:

Launched 3 premium capabilities during Microsoft Ignite 2023 and 2024. These enabled enterprise customers to increase user productivity, save hardware costs, and lower their carbon footprint.

Grew the paid user base 3x for the premium suite. From 1.7K to 5.2K enterprise customers in 2024.

#### Product Manager 2

December 2019 - February 2022 (2 years 3 months)

Bengaluru Area, India

Product Management: Delivered features that brought coherence in contact management across M365 applications such as Outlook and Teams. Articulated the product vision for unified contacts across Teams & Outlook for enterprise users.

Project Management: Designed and delivered contact de-duplication in Outlook. This project supported safe and efficient merging of 9.6 billion duplicate contacts.

Systems Management: Instrumented telemetry that revealed the usage patterns of 330M monthly active users of Contacts. This effort supported a team of 25+ members to make data-driven product decisions.

#### Amazon

Sr. Product Manager – Technical

July 2018 - September 2019 (1 year 3 months)

Seattle, Washington, United States

Responsibilities:

Product Management: In charge of an inventory sourcing system that generated \$200M+ yearly savings.

Defined the product vision, created a metrics dashboard, and led the development of key features.

Project Management: Collaborated with data scientists and analysts to iteratively refine a machine learning-based prediction model. These efforts yielded a savings rate improvement of 260 basis points.

Achievement:

Generated \$8.5M incremental savings in 2019 through supply chain product automation in NA and EU.

## Amazon

### Marketing Manager

December 2015 - March 2017 (1 year 4 months)

Bengaluru Area, India

Managed \$30M marketing budget to acquire new users for Amazon Shopping mobile app in India.

Acquired 45M mobile users (+60% year-over-year) in 2016 and reached #1 India Shopping app on Google Play.

Event Management:

Partnered with brands such as OnePlus and Xiaomi to bring app-exclusive offers during the launch of new smartphones.

Delivered 21 app events that drove 5% of Amazon app first purchases in the first half of 2016.

## InMobi

1 year 7 months

### Strategy & Operations, Performance Advertising

July 2015 - November 2015 (5 months)

Project Management: Supported global commerce partners to move from desktop-only to mobile-first; Improved conversion rates from clicks to adds-to-cart to purchases.

Team Management: Liaised with Product, BD/Sales and Delivery teams to roll out new initiatives to build advertiser diversity.

## Customer Success Manager

May 2014 - June 2015 (1 year 2 months)

Bangalore

Built partnerships with app developers and publishers in Europe and the Middle East.

Clients: ZeptoLab, Apex Designs, The Daily Mash, TabTale

Achievements:

Grew quarterly revenue from \$3.8M to \$5M in 2014.

Received 'Bond 007' Award for taking calculated risks. One among 11 employees to earn this across 1000+

Mondelēz International

Sales Manager

June 2012 - April 2014 (1 year 11 months)

Team Management: Led a team of 4 sales executives and 12 distributors at Kraft Foods (rebranded as Mondelēz International in 2012).

Coached my team for career growth and promoted top performing individuals to senior roles within 18 months.

Product Management: Managed a \$1.3M monthly revenue portfolio of food brands such as Cadbury Dairy Milk, Oreo, and Tang. Grew revenue from \$10.8M in 2012 to \$14.4M in 2013.

Launch Management: Launched new lines under the Dairy Milk Silk and Oreo portfolios for the first time in South India. These launches helped scale the growth rate from 4% in Jan 2013 to 12% in Dec 2013.

Institutional Sales: Led a team of 14 in an institutional sales drive during 'Diwali 2012'.

Identified leads, formed client relationships, and garnered orders worth \$700K.

Field Experience: Increased the chocolate cooler footprint during 4-month frontline sales in Patna, Bihar. Delivered 125% of targets in Dec 2012 and structured 7 new beats.

Won a case study and represented India in Singapore during a meet of fresh graduates across South East Asia.

Diageo

Marketing Intern

April 2011 - June 2011 (3 months)

Responsibilities:

Created a consumer participation platform for VAT69 scotch whiskey – an exclusive gaming portal to bring alive the brand personality.

Worked with brand partners Ogilvy One and Bartle Bogle Hegarty on a digital and social media marketing campaign.

Achievements:

Developed a digital media plan worth USD 0.25 mn based on target segment, expected impressions & effective cost per mille impressions (eCPM) – live in Dec 2011.

Within one month, the portal had 1000+ registered users, 10k + page views and an average of 6.5 min spent per person.

## Tata Consultancy Services

### Engineer

February 2009 - May 2010 (1 year 4 months)

Bangalore

Client: Intel Corporation

Responsibilities:

Product Management: Contributed to development of i-series, Intel's most recognized platform.

Team Management: Proactively mentored & trained 10 employees on a new hardware platform to enhance team competence.

Project Management: Was the single point of contact for Intel with a 21-member project team.

Achievements:

Identified savings of \$241,990 annually & reduced test execution time by 44% for Intel

Youngest engineer selected for on-site deployment at Intel's product development team

Earned 90%+ Client Satisfaction Index by ensuring successful, on-time rollout of products

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## Education

Cornell Tech

Master of Business Administration - MBA, Technology and  
Entrepreneurship · (2017 - 2018)

Indian Institute of Management, Calcutta  
Post-Graduate Diploma in Management, General Management

University of Mumbai  
Bachelor of Engineering, Electronics