

VARSHA SUNDARARAMAN

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master in Business Administration, Major: Entrepreneurship and Innovation

Philadelphia, PA

2022 – 2024

- **Wharton Impact Investing Partners:** Financial Inclusion (FI) Partner, Executive Board Member, FI Team Mentor
 - Led in-depth research on payments and lending companies, focused on strategies for financial inclusion

THE GEORGE WASHINGTON UNIVERSITY (GWU)

Bachelor of Arts, Major: International Affairs

Washington, DC

2012 – 2016

PROFESSIONAL EXPERIENCE

AMAZON

Senior Product Manager – Technical, Intern; Seller Partner Trust Division

Seattle, WA

Summer 2023

- Created strategy, OKRs, business case, and roadmap for an artificial intelligence (AI) engine that analyzes seller behavior and launches personalized engagement strategies for sellers, during crises disrupting seller business (4M+ sellers)
- Developed the engine's technical architecture, API and ML requirements, authentication workflows, and roadmap, which would save 17+ workweeks of effort per crisis; proposal received approval from leadership and was funded for 2024
- Conducted 12+ stakeholder analysis and requirements gathering workshops, market research, and 5+ design and A/B tests; collaborated with full-stack team of 20+ designers, engineers, data scientists and legal teams to prioritize product features

GOLDMAN SACHS (GS)

Product Manager - Owner, Associate; Asset Management Division: Mosaic Liquidity Trading Portal

New York City, NY

2021 – 2022

Product Manager - Technical, Associate; Asset Management Division: Mosaic Liquidity Trading Portal

2020 – 2021

- Created adoption and globalization strategy of liquidity trading tools for Mosaic as first product manager, enhancing platform capabilities to support 6,500+ users and \$100B+ AUM and driving increased scalability for payments and transactions teams
- Led global team through the design and build of enhanced data and eventing pipelines utilizing Kafka, critical to client trading functions, changing data updates from 5 minutes intervals to real-time and meeting complex data quality needs of customers
- Drove partner and vendor strategy, and development of Mosaic's first API integration opportunity, allowing treasury clients to input trades from their own workstations on Mosaic. Successful launch led to ~10% increase and acquisition in new clients
- Owned end-to-end strategy and delivery of the first scalable, partner-branded version of site, for largest partnership to-date. Doubled Mosaic AUM and expanded market reach, allowing partners to use GS technology through a client-facing website

Product Management Mentor; Girls Who Code, Kode with Klossy - Goldman Sachs Partnership

2021 – 2022

- Served on career development panels teaching young women about product manager and product strategist roles

PUBLICIS SAPIENT (PS)

Product Management - Technical Consultant, Senior Associate; Clients: Goldman Sachs (GS)

New York City, NY; Washington, DC

2018 – 2020

Product Management Consultant, Associate; Clients: Inter-American Development Bank, National Institute of Health

2016 – 2018

- Owned development, roadmap, and launch of GS' complex automated cash sweep product within aggressive 6-month deadline. Delivered seamless execution of \$10B+ of trades 3 weeks post-launch (10% of GS Mosaic AUM)
- Launched GS Mosaic project by defining first product user stories, building first Mosaic team, and establishing delivery best practices. Delivered first version of product and trained operations teams within 6 months

ENTREPRENEURSHIP EXPERIENCE

GOLDMAN SACHS (GS)

Ambassador and Entrepreneurship Coach; Launch with GS and Goldman Sachs' 10,000 Women

New York City, NY

2021 - 2022

- Defined product and growth strategy for startups, supporting the \$1B GS strategy that diverse teams drive strong returns
- Owned relationship between Ashoka and Launch with GS, connecting 3 Ashoka entrepreneurs to Launch funding

ASHOKA

Digital Product Strategy Advisor and Consultant, Volunteer; Globalizer Program

New York City, NY; Washington, DC

2016 – 2022

- Enriched startup pitches with research on product-market fit; connected startups with over 17 investors

ADDITIONAL INFORMATION

Certificates: **HarvardX** - Data Science: R Basics; **General Assembly** - Product Management; **ESI International** - Business Analysis

Tools: SQL, MongoDB, HTML/CSS, Figma, JIRA/Confluence, Adobe Analytics/Publisher/Experience Manager, ThreatMetrix

Interests: Conducting financial inclusion research (Example Deliverable: [Expanding Access to Credit and Lending in Africa](#)); Making and selling handmade pottery for Mothers Against Drunk Driving; Designing and developing websites ([https://www.varshasunda.com](http://www.varshasunda.com))