

# SHILPA MATHEW

**Email:** smathew5@id.iit.edu **Profile:** <https://www.linkedin.com/in/shilpaemathew> **Location:** 18 Turnberry, Burlington, L7M 4Y4

Innovative Product Lead with 15+ years of global experience with a strong focus on UX, user research, data & stakeholders. Successful in 20+ products from research through growth phase; In the "A" team creating 35 innovations & 35+ incubations. Expert in creating effective frameworks to solve complex problems with research, ideation & cross-functional collaboration.

## EXPERIENCE

- Led "Covid impact on smartphone" India (a global initiative) creating gamechanger innovations, 3 leading to feature launches
- Steered code red project "Samsung Winback" to counter Apple India N-2 strategy regaining market share & increasing sales
- Launching "Frame TV Art Store" India creating a new revenue stream increasing subscriptions yoy by 210% & tv sales
- "Live Sharing" Hero product for partnership deal between Google Duo & Samsung, first ever partnership deal with OEM
- Implementing Trade-in-to-upgrade campaign on Samsung Shop Online leading to 3X conversion of trade-in upgrades
- Implementing CRM (B2B & B2C) focused on deriving persona mapped value propositions leading to 300% increase in deals
- Increasing visitor engagement & footfall in Downtown Wabash, Chicago by 30% by introducing digital activation of spaces
- Enterprise Solutioning Treasury to onboard new complex derivative products 60% faster and taking adoption to 90%
- Data modeling complex product & customer profitability & liquidity ratios increasing P&L indicators accuracy by 20%

## WORK HISTORY

*Samsung Electronics, Gurgaon, South West Asia*

**Product Strategy Lead, Smartphones** | Jan 22 - Present

Responsible to identify gaps & opportunities for business & develop new game changing features, line-up, service, innovations at the intersection of Business/Technology/Consumer Insights. Led quantitative & qualitative findings from market & consumer research to formulate & execute strategies.

**DGM, Product Management & UX Research** | Sep 18 - Dec 21

Led successful new concept development projects across smartphones and digital appliances, and led the scoping of new research innovation initiatives. Led & facilitated co-creation workshops with consumers, experts & internal stakeholders based on market insights.

*Independent Consultant, Chicago, United States, North America*

**Product & UX research** | Sep 16 - Aug 18

Led executive workshops, and primary & secondary research deriving value propositions & MVPs for STEM education startup Sparkshop with Khoj agency, & consulting for insurance assurance with Seven consulting agency.

*Emirates NBD, Dubai, Middle East*

**AVP, IT Business Partnerships, Digitalization & Innovation** | Feb - Aug 16

Engaged by CIO to lead digital program engagements for Wholesale Banking div as the liaison between business strategy & tech solutions.

**Sr. Mgr. IT Business Partner, Wholesale Bank & Finance** | Sep 12- Jan 16

Responsible to deliver tech advisory services & product recommendations to C execs & to execute IT strategy maximizing biz value of IT investments

*Dubai Bank, Dubai, Middle East*

**Manager, Product Management, Value Services** | Sep 11 - Aug 12

Managed 1 of 4 tech streams worth \$4M implementing products - credit debit cards, credit, market, ops risk, ATM/CDM, payments & treasury

**Team Leader, Business Intelligence, IT** | Feb 09 - Aug 11

Accountable for information architecture from 14 sources creating 210 reports & designing user scenarios, analytics & user interactions of bank

**Quality & Business Analyst, Business Management, IT** | Jun 07 - 09

*Mashreq Bank, Dubai, Middle East*

**Software Engineer, Enterprise Project Office, IT** | Dec 2005 - May 07

## CAPABILITIES

Strategic Research & Field Work  
Business Intelligence & Analytics  
Impactful & Executive Storytelling  
Stakeholder & Product Management  
Ideation & Workshop Facilitation

## NOTABLE ACHIEVEMENTS

### IDEA Design Silver Award 2022

Samsung Air Hood Concept & Speculative Design

### ID, IIT Chicago 2018

#### Facilitated Design Intersections Conference

Design + Data + Behavior

### Emirates NBD

#### Awarded global digital leader 2017 by BAI

Awarded for initiating innovation practice  
Youngest AVP, Partner for a third of business

**Dubai Bank** Top performer award twice

**Mashreq** CEO club honor top 97 percentile

**UNCC** Engineering Mgmt Honor Society

## EDUCATION

Masters of Design Methods, Research & Strategy  
**Institute of Design, IIT, Chicago, IL**

Masters of Science, Engineering Management  
**University North Carolina, UNCC, Charlotte**

Bachelor of Engineering, Computer Science  
**Birla Institute of Tech & Science, BITS PILANI**

## PROFESSIONAL DEVELOPMENT

2022 **IBM** Statistical Data Modeling (WIP)  
2016 **Harvard** Principles of Finance  
2015 **IDEO U** Insights for Innovation  
2012 **TOGAF** Enterprise Architecture  
2010 **CISA** Information Systems  
2009 **PMP** Project Management  
2009 **Six Sigma** Green Belt  
2008 **Moody's** Internal Auditor Training  
2003 **CCNA** Cisco Network Associate