

## RASHMI A. MENON

[ramenon@umich.edu](mailto:ramenon@umich.edu)

### Summary

- Lecturer in entrepreneurship and business administration
- Startup coach and mentor
- Technology industry veteran specializing in product management and strategy, with extensive operating experience in established companies and startups

### Experience

#### UNIVERSITY OF MICHIGAN, ZELL LURIE INSTITUTE

2017-present *Entrepreneur-in-Residence (EIR)* Ann Arbor, MI

- Provide one-on-one mentoring to University of Michigan students and alumni who are working on startup businesses and ideas.
- Run ZLT, Zell Lab for Technology, program which helps student entrepreneurs build technology products and learn technology development best practices.
- Write entrepreneurship-related case studies.
- Provide coaching for students in the Ross Open Road social entrepreneurship program.
- Review applications for Dare to Dream and Michigan Business Challenge competitions.
- Teach workshops on entrepreneurship and product management to members of the community.

#### UNIVERSITY OF MICHIGAN, ROSS SCHOOL OF BUSINESS

2016-present *Lecturer, Entrepreneurial Studies* Ann Arbor, MI

- Teaching “ES 515: Introduction to Entrepreneurship” for MBA students.
- Teaching “ES 250: Introduction to Entrepreneurship” for BBA students.
- Teaching “BA 453: Capstone MAP” for BBA students.
- Taught “BA200: Business & Leaders: The Positive Difference” for BBA students.
- Taught “Law 754: Economic Integration for Individuals in the Refugee Resettlement Program” for graduate students through the University of Michigan Law School.

#### INDEPENDENT CONSULTING

2012-present *Product and Strategy Consulting* Sunnyvale, CA

- Established an independent consulting practice focused on providing product and strategy consulting on a project by project basis as well as "VP of Product for hire" services.
- Conducted market and consumer research, defined product roadmaps and requirements, performed due diligence on potential acquisition targets, generated prototypes, performed user testing, optimized first-time user flows and acquisition funnels, generated product messaging frameworks and go to market strategies, optimized product development practices, sourced talent, and built and launched new products on behalf of clients.
- Engaged a diverse client base including established companies and startups in a wide range of verticals, including agritech, big data, elearning, manufacturing, networking, payments, security, social media, and workplace collaboration.
- Delivered speeches and panel presentations to a variety of organizations as a product and entrepreneurship expert including the Business Marketing Association (BMA), Innovation Center Denmark, Ross India Business Conference, Ross Positive Business Conference, the Silicon Valley Product Management Association (SVPMA), Spark Ann Arbor, the Stanford Center for Entrepreneurial Studies (CES), TechLAB, TEDx Harker School, and the VC Taskforce.

# RASHMI A. MENON

## ENTREPRENEURSHIP MENTORING

2013-present

### *Startup Coach and Mentor*

Sunnyvale, CA

- Mentored clients through incubators, accelerators, and private clients.
- Served as a mentor for companies in the StartX and Nordic Innovation Center TINC accelerator programs.
- Engaged clients and teams from around the world in a wide range of verticals including IoT, machine learning, big data, enterprise software, hardware, social media, mobile, healthcare, elearning, and semiconductors.
- Mentored clients on a wide range of topics including business planning, staffing, product marketing, agile best practices, pricing, user experience, customer acquisition and retention, etc.

## STANFORD UNIVERSITY

2011-2016

### *Lecturer*

Palo Alto, CA

- Taught "BUS 110: How to Start Your Business: From Idea to Business Plan" through the Stanford Continuing Studies program. Topics include customer and competitor research, market sizing, elevator pitches, revenue and cost modeling, launch marketing, legal issues, financing, and presenting a business plan. Taught both online and offline of the course.
- Taught "BUS 38: Product Management: The Art and Science of Building Great Products" through the Stanford Continuing Studies Program. Topics include customer and competitor research, stakeholder management, roadmapping, defining a minimum viable product, wireframing, agile development tools and techniques, user testing, functional testing, and product marketing and launch. Taught both online and offline sessions of the course.

## VIDEOGENIE

2011-2012

### *Vice President, Product Management*

San Mateo, CA

- VideoGenie (now StoryBox) provides companies with the ability to generate social video marketing and advertising campaigns incorporating user generated content.
- Managed a team of 9 direct reports including marketing, PR, design, and engineering functions. Team included engineers in remote locations.
- Launched new social rich media display ad unit with 15x the interaction rates of industry benchmark products. First ever ad unit which allowed viewers to record video within the ad experience.
- Provided management team leadership including presenting to board members and funders.

## ZVENTS (ACQUIRED BY EBAY)

2010-2011

### *Vice President, Product*

San Mateo, CA

- Zvents provided online entertainment guides and was acquired by eBay's StubHub division.
- Responsible for all aspects of rolling out the redesigned Zvents.com website from user testing and feature definition to team management and testing to SEO and analytics.

## GREEN RESOURCE NETWORK

2009-2011

### *Co-Founder*

Sunnyvale, CA

- Started a company which helped school districts understand the green technologies available to them and choose appropriate solutions to fit their needs. Recommended projects based not only on green impact but also on costs and savings achieved.
- Secured approximately \$15 mil in funding options for clients to complete renewable energy projects.

## RASHMI A. MENON

### YAHOO!

2008-2009	<i>Director, Product Management &amp; Marketing, Yahoo! Developer Network (YDN)</i>	Sunnyvale, CA
2006-2008	<i>Director, Product Management, Social Media Platforms</i>	Sunnyvale, CA
2004-2006	<i>Senior Product Manager, Yahoo! Personals and Yahoo! Digital Home</i>	Sunnyvale, CA

### MICROSOFT CORPORATION

2001-2004	<i>Product Manager, MSN Internet Access and MSN.com</i>	Mountain View, CA
Summer 2000	<i>Product Marketing Manager, WebTV</i>	Mountain View, CA

### THE WALT DISNEY COMPANY

1998-1999	<i>Project Manager, Corporate Brand Management and Synergy, Asia Pacific</i>	Tokyo, Japan
1995-1998	<i>Senior Analyst, Corporate Strategic Planning</i>	Los Angeles, CA

### Education

<b>STANFORD GRADUATE SCHOOL OF BUSINESS</b>	Stanford, CA
Master of Business Administration, 2001. Co-chair and treasurer, GSB Wine Circle.	

### HARVARD COLLEGE

	Cambridge, MA
AB, <i>magna cum laude</i> , in Economics, 1995. 1 of 24 students inducted into Phi Beta Kappa, Junior Year. Senior Supervisor, Economics Unit Test Program. Co-Chair, Colprep Kids Volunteer Tutoring Program. Thesis topic: The effect of a main bank relationship on financially distressed companies in Japan.	

### Publications

#### CASE STUDIES

- The Empowerment Plan (A): Providing Employment to Homeless Populations in Detroit, WDI Case # 8475299, June 2019.
- The Empowerment Plan (B): Developing Legal Structures for Growth at a Nonprofit Organization, WDI Case # 4226073, June 2019.
- The Empowerment Plan (C): Generating Persuasive Communications to Raise Funds at a Nonprofit Startup Organization, WDI Case # 6993398, June 2019.
- The Empowerment Plan (D): Supply Chain Management at a Manufacturing Nonprofit, WDI Case # 1229142, June 2019.
- The Empowerment Plan A-D: Teaching Note, WDI Publishing, June 2019.

#### ARTICLES

- <https://www.entrepreneur.com/article/308459>
- <https://wallethub.com/edu/best-cities-to-start-a-business/2281/#rashmi-memon>
- <http://smallbiz-resources.com/books-entrepreneurs-should-read/>

#### VIDEOS

- <https://news.umich.edu/forecast-2019-spending-time-with-failure/>