

RASHMI A. MENON

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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.
- Developed and run ZLT, Zell Lab for Technology, a program which helps student and alumni entrepreneurs accelerate their development and take their technology startups to the next level through the use of design and development best practices. This includes pairing each startup with a design intern from the School of Information.
- Developed and run PIPS (Product, Innovation, and Prototyping Studio), a program which helps students and alumni develop tech startup ideas and build clickable design prototypes of these ideas.
- Developed and run CAP (Customer Acquisition Program), a program which helps students and alumni implement sales and marketing techniques to acquire customers for their consumer products startups. Techniques include improving messaging, social media presence, press coverage, sales processes, partnerships, etc.
- Developed and run the MVP (Minimum Viable Product), a program which helps students and alumni with nontechnical backgrounds build their tech startup businesses through the creation of a clickable design prototype, the use of no code technical platforms, and the sourcing, evaluation, and management of technical talent through an RFP process and use of agile development techniques.
- Write entrepreneurship-related case studies, including four case studies about The Empowerment Plan for the RIS Integrated Semester course taken by all BBA Junior Year students.
- 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 “BA 535: Innovation Residency” for OMBA students.
- Taught “ES 715: Introduction to Entrepreneurship” for OMBA students.
- Taught “ES 212: Entrepreneurial Business Basics” for Undergraduate Business Minor students.
- Taught “ES 515: Introduction to Entrepreneurship” for MBA students.
- Taught “ES 250: Introduction to Entrepreneurship” for BBA students.
- Taught “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.

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INDEPENDENT CONSULTING

2012-2017

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.
- Developed 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.

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 versions 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) is a startup which 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.

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2010-2011	ZVENTS (ACQUIRED BY EBAY IN 2011) <i>Vice President, Product</i>	San Mateo, CA
	<ul style="list-style-type: none">• Zvents was a startup which provided online entertainment guides and was acquired by eBay's StubHub division.• Managed 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.	
2009-2011	GREEN RESOURCE NETWORK <i>Co-Founder</i>	Sunnyvale, CA
	<ul style="list-style-type: none">• 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.	
2008-2009	YAHOO! <i>Director, Product Management & 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
2001-2004	MICROSOFT CORPORATION <i>Product Manager, MSN Internet Access and MSN.com</i>	Mountain View, CA
Summer 2000	<i>Product Marketing Manager, WebTV</i>	Mountain View, CA
1998-1999	THE WALT DISNEY COMPANY <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	STANFORD GRADUATE SCHOOL OF BUSINESS Master of Business Administration, 2001. Co-chair and treasurer, GSB Wine Circle.	Stanford, CA
	HARVARD COLLEGE AB, <i>magna cum laude</i> , in Economics, 1995. 1 of 24 students inducted into <i>Phi Beta Kappa</i> , Junior Year. Senior Supervisor, Economics Unit Test Program. Co-Chair, Colprep Kids Volunteer Tutoring Program. Honors thesis topic: The effect of a main bank relationship on financially distressed companies in Japan.	Cambridge, MA

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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 and MENTIONS

- https://wallethub.com/edu/best-cities-for-coffee-lovers/23739#expert=Rashmi_Menon
- <https://michiganross.umich.edu/news/overcoming-systemic-barriers-minority-entrepreneurship>
- <https://michiganross.umich.edu/news/michigan-ross-alumni-share-their-experience-and-insights-overcoming-systemic-barriers-black>
- <https://www.kmuw.org/post/pandemic-good-time-start-business-some-answer-yes>
- <https://www.crainsdetroit.com/black-owned-business/black-owned-businesses-need-connections-infrastructure-access-capital-other>
- [The Next Great Entrepreneur \(Was Created by Covid\), *Entrepreneur*, April-May 2021, pp.36-43](#)
- <https://www.businessbecause.com/news/insights/7658/tiktok-entrepreneurs-business-advice>
- <https://michiganross.umich.edu/news/during-first-innovation-residency-michigan-ross-online-mba-students-transform-business-ideas>
- <http://www.businessgamechanger.biz/2020/02/three-lessons-game-changers-can-learn-from-a-detroit-based-nonprofit/>
- <https://www.topmba.com/mba-programs/how-ux-can-help-mba-student-entrepreneurs>
- <https://news.umich.edu/u-m-experts-imagine-aspects-of-life-lessons-learned-after-coronavirus/>
- <https://www.nytimes.com/2020/05/20/business/coronavirus-small-business-startup.html>
- <https://www.entrepreneur.com/article/308459>
- <https://wallethub.com/edu/best-cities-to-start-a-business/2281/#rashmi-menon>
- <http://smallbiz-resources.com/books-entrepreneurs-should-read/>
- <https://www.businessinsider.com/books-mba-professors-business-school-harvard-stanford-kellogg-recommend>
- https://wallethub.com/credit-cards/business-new-businesses/#expert=Rashmi_Menon

VIDEOS

- Funding gaps for underrepresented entrepreneurs: <https://www.bloomberg.com/news/videos/2023-03-24/univ-of-michigan-s-menon-on-funding-gap-video>
- Overcoming systemic barriers to entrepreneurship panel by Ross Business and Society: https://www.youtube.com/watch?v=yCXEtz6r0_U&t=363s
- Covid 19 impact on the economy panel: <https://youtu.be/n4zhugwAaJl>
- <https://news.umich.edu/forecast-2019-spending-time-with-failure/>