



*A scale-up specialist with a 25-year track record of transforming product organizations—launching multi-billion-dollar platforms, accelerating product led growth and building global product operating models*



## Experience

### Executive Roles

#### Sinch

Senior VP of Product

#### Zipwhip

VP of Product

#### Yammer Inc.

Head of Product Management

#### Microsoft

Director of Product Management

#### Odyssey Technology Inc.

Software Design Program Manager

#### Cybage

Senior Business Systems Analyst

#### IBM

Software Engineer

### Other Roles

#### Famspring Autism Services

Partner & Advisor

#### Indus Creations

Co-founder

## Pradeep GanapathyRaj

Partner

### About Me

Over a 25-year career spanning startups, acquisitions, and global platforms, I've consistently operated at the intersection of product, engineering, and business. From launching Office 365 at Microsoft to transforming Sinch into a product-led CPaaS leader, I've built high-performing teams, defined strategies, and driven change across organizations of every scale. I bring a bias for execution, an eye for systems, and a conviction that the best outcomes come from deep collaboration across disciplines.

### Career Highlights

I've worked across the full spectrum—from early-stage startups to global enterprises—but I've always been drawn to scale-up challenges. At Microsoft, I played a key role in launching the first version of Office 365, Project Online, and helped move enterprise customers into the cloud. When Yammer struggled to find its place within Microsoft, I helped reposition the product around employee experience, focused the team on enterprise readiness, and led an effort that grew customer adoption 10x.

That experience led me to Zipwhip, a high-growth SaaS company in Seattle, where I scaled the product organization, introduced product-led growth practices, and helped set the stage for the company's \$850 million acquisition by Twilio. At Sinch, I stepped into a global leadership role spanning Customer Experience, AI, and product-led growth. I led the launch of Sinch Engage—a unified SaaS suite combining multiple acquisitions into a \$150M+ ARR business—and rolled out a cross-functional product operating model across 200+ people with a unified budget across Product and Engineering. I also played a central role in M&A, leading product due diligence and integration across deals totaling more than \$1.5 billion. Throughout, my focus has been on building the strategy, systems, teams, and execution models that enable sustainable growth and transformation at scale.

### Techquity Solutions

I bring a few things to the table for Techquity clients. I've always operated at the intersection of strategy and execution—connecting vision to how things actually get built and scaled, whether that's launching a new cloud platform at Microsoft or standing up an AI capability in six weeks at Sinch. I've worked on both sides of the scale equation: helping startups grow into enterprise players and guiding large organizations to move with startup-like speed. That means I understand what it takes to move upmarket, implement product-led growth, or work with a founder CEO in a way that respects their instincts while enabling the team to scale. I also know how to make integration work—across teams, tools, and priorities—without sacrificing speed and growth. That's where I add unique value: as a hands-on technology co-pilot who's been there before, and also realizes that every situation is different.

### Innovation & Impact

- **Helped launch the first version of Microsoft Office 365 and its Early Adoption Program, accelerating enterprise cloud adoption.**
- **Repositioned Yammer to focus on employee experience within Microsoft 365, driving 10x customer growth and renewed product alignment.**
- **Defined Sinch's AI strategy, and accelerated execution. Up-levelled CX, Design, Product led growth across a global product portfolio.**
- **Built and launched Sinch Engage, a SaaS suite that unified multiple acquisitions into a \$150M+ ARR business.**
- **Scaled Zipwhip's partner and ecosystem capabilities, enabling expansion into mid-market and enterprise with 30–50% growth.**

### Why Techquity?

Techquity's model—deeply embedded, hands-on, and collaborative—mirrors how I've always worked. I was drawn to the people first: thoughtful, high-impact operators with humility and clarity of purpose. The co-pilot model allows me to bring the full breadth of my experience to bear alongside a trusted collective, where we learn from each other and deliver more together than we could alone.

### Thought Leadership

- Championing **growth mindset** at Sinch, building close **relationship** between product and engineering.
- **Multiple U.S. patents** filed in the areas of distributed systems, data retrieval, workflows, cache synchronization, and program management tools.
- Consultation and contribution to Matt Lemay's book - **Product Management in practice**
- **Insights** on B2B product management

**Technology problems are the hardest problems.  
We help you fix them.**

**We Can Help**