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Top Skills

Lead Scoring
Software Development Life Cycle (SDLC)
Educational Technology

Honors-Awards

Magda Hammam Fellow
University Gold Medallist

Pavithra Srinivasan

Product Strategist, Fractional CPO, Consultant & Coach | M.S., Stanford, 2x Founder | Launched apps with 1M+ organic downloads worldwide. I help products gain traction by diagnosing and fixing what's holding them back.

Chennai, Tamil Nadu, India

Summary

Stanford Engineer turned Product Manager turned Entrepreneur turned Consultant, Pavithra brings a Silicon Valley approach to problem solving. She works closely with Founders and CXOs to create win-win-win solutions that scale worldwide.

After a Master's in Electrical Engineering from Stanford University, California, Pavithra worked at hi-tech companies in the Bay Area before returning to India. As Co-founder of 2 EdTech startups, she has built mobile apps that exceeded 1 million downloads across 195 countries, and are still rated at 4.6 / 5 stars.

As a professional, Pavithra is:

- * Intellectually curious & creative, with a focus on bringing best-in-class products to the market and generating lasting value for the organization.
- * Mission-driven & outcome-focused, leveraging 20+ years of experience in conceiving, scoping, launching, and scaling software to achieve business objectives.
- * Innovative leader who can wear multiple hats across sales, marketing, service delivery, product & technology, understanding the challenges faced in each area, and able to align them towards shared goals.
- * Customer-centric, ensuring personalized user experiences that not only delight customers but also drive peak NPS scores, ensuring customer satisfaction and loyalty.
- * Proven in her ability to deliver impact in a scalable manner, using AI to improve process efficiency & drive product-led growth.

Pavithra's interests include: Startups, Customer Discovery, Personalization, Product-led Growth, AI Product Management, Marketing Communication, Digital Pedagogy, Choice Architecture,

Positive Addiction (behavior change sought by end-users), Unit Economics, Customer Delight, and more.

Experience

Ather Energy

Senior Product Consultant

October 2025 - Present (7 months)

At India's pioneering electric vehicle & charging infrastructure company, my responsibilities include:

- Guiding Product Managers, Analysts and Designers to increase awareness and adoption of innovative vehicular features
- Mentoring technical experts on user empathy, cross-team communication, making persuasive business cases, analyzing trade-offs, and more.

Freelance

Software Product Consultant & Fractional CPO (Chief Product Officer)

May 2025 - Present (1 year)

Having built apps that organically grew to 1 million+ users, I now help organizations create software that customers rave about. From Lead Magnets to Trial Experience to Product-led Growth to Customer Delight, I show how strategically designed and sharply executed products can unlock success for a brand in a sticky and scalable way. I also mentor Product Managers, UI & UX Designers, Product Marketers, and Growth Hackers to create 10X impact while enjoying the journey.

FluidStructure Technologies

Fractional CPO (Chief Product Officer)

May 2025 - September 2025 (5 months)

Worked closely with our CEO to translate his business vision into product strategy and execution plan, defined the product roadmap, brought in talent to execute, and steered day-to-day decision making for 2 different B2B SaaS web applications:

- A productivity unlocking software that uses AI to give leaders, managers, and individual contributors a clear and customized view of where they stand and what they need to do next.
- An AI-based BMC (Business Model Canvas) generator that enables founders and business leaders articulate, share, and receive feedback on their business model using Alexander Osterwalder's famous framework.

Galvanize Global Education

Co-Founder CPO & COO

2020 - 2025 (5 years)

Chennai, Tamil Nadu, India

- Co-founded Galvanize Global Education, a comprehensive platform for students aspiring to pursue higher education abroad.
- As CPO (Chief Product Officer), spearheaded the development of solutions for Test Preparation, University Selection, Admissions Assistance & Visa Guidance.
- As COO (Chief Operations Officer), recruited Subject Matter Experts, Student Counsellors, and Essay Specialists, and defined their processes and SLAs in conjunction with tools and dashboards for efficient service delivery and customer satisfaction.
- Guided students from 500+ Indian cities, towns, and villages to secure Bachelor's, Master's, MBA & PhD admissions from 1,000+ global universities across 15+ countries, including ivy league schools.
- Cultivated a strong understanding of the international higher education landscape, matching student profiles and goals with university requirements in a scalable manner.

Galvanize Test Prep

Co-Founder & CPO (Chief Product Officer)

2016 - 2020 (4 years)

Chennai, Tamil Nadu, India

- Co-founded Galvanize Test Prep, specializing in mobile apps and web apps for Vocabulary Building, GRE® Prep, SAT® Prep, and TOEFL® / IELTS® Prep.
- Owned complete app functionality, resulting in an enjoyable user experience and superior learning outcomes, while ensuring alignment with business objectives and stakeholder needs.
- Coordinated with a cross-functional team of UX/UI Designers, Software Developers, & Project Managers across multiple product launch cycles
- Achieved over 1 million downloads across Android & iOS platforms, receiving 20,000+ positive ratings and reviews from happy users in 195 countries.

Entrayn Education Technologies

Founder & CEO

2011 - 2015 (4 years)

Chennai, Tamil Nadu, India

- Founded Entrain Education Technologies, an visionary technology platform aimed at democratizing access to top educators.
- Acquired B2B clients across numerous domains, including Spoken English, High School Mathematics, National-level Aptitude Exams, and Corporate Training.
- Enabled teachers and trainers to launch branded online academies within minutes, via in-house SCORM® compliant Learning Management System (LMS), including support for learning materials, multimedia, assessments, reports, and feedback.
- Empowered thousands of students to achieve their academic and career goals through innovative online learning solutions.

Valued Epistemics

Software Engineering Manager

2007 - 2010 (3 years)

Chennai, Tamil Nadu, India

- Led the development of a web-based learning platform called "Learning Tracker"
- Conceived and launched a live user activity dashboard called "Beacon Bot" used by the Sales team to monitor and target prospective customers
- Created internal tools that improved service delivery and operational efficiency.
- Enhanced the in-house CRM software by implementing Lead Scoring
- Recruited, trained, and managed the technology team (comprising Front-end and Back-end developers) to deliver all the above
- Introduced numerous processes for effective Software Development Life Cycle (SDLC) management
- Collaborated with the Marketing team to produce engaging explainer videos, targeted testimonials, and enhance social media presence.

C-DOT Alcatel Lucent Research Center

Senior Software Engineer

2006 - 2007 (1 year)

Chennai, Tamil Nadu, India

- Developed and tested innovative software frameworks for wireless communications devices.
- Collaborated with cross-functional teams (including Software Architects based in Paris, France) to ensure compatibility with emerging communication protocols.

- Documented the entire software in a visually navigable manner, which was extremely useful to and highly appreciated by subsequent employees over a period of multiple years

Note: This company was an R&D startup collaboration between Alcatel-Lucent and the Government of India

2Wire

DSP Software Engineer

2005 - 2006 (1 year)

San Jose, California, United States

- Combined Digital Signal Processing (DSP) expertise with C programming skills to develop the physical layer of a pioneering broadband modem.
- Worked on various DSL standards, ranging from G.Lite to ADSL2+, enhancing modem performance and reliability.
- Collaborated with cross-functional teams to ensure seamless integration of software and hardware components.

Note: 2Wire was a startup based in San Jose, California, which was eventually acquired by British Telecom

Intuit

Software Engineer

2003 - 2005 (2 years)

Mountain View, California, United States

- Developed and enhanced the UI framework for Intuit's flagship product, QuickBooks Accounting Software.
- Utilized object-oriented programming principles in Visual C++ to deliver high-quality software solutions.
- Collaborated with cross-functional teams to ensure seamless integration of user interface components.
- Contributed to the overall user experience, making accounting tasks more efficient for customers.

Cognitive & Neuroscience Lab, Stanford University

Software Programmer & Research Assistant

2002 - 2003 (1 year)

Stanford, California, United States

Bosch USA

Software Engineer Intern

May 2001 - August 2001 (4 months)

Palo Alto, California, United States

Education

Stanford University

Master of Science (M.S.), Digital Signal Processing (DSP) & Image Processing

Sri Venkateswara College of Engineering

Bachelor of Engineering (B.E.), Electronics and Communications Engineering