

TANMAY GOEL

www.tanmaygoel.com | tanmay.goel@kellogg.northwestern.edu | Chicago, IL

EDUCATION

2023 - Present	KELLOGG SCHOOL OF MANAGEMENT MCCORMICK SCHOOL OF ENGINEERING <i>MMM Dual Degree Candidate MBA and MS from Northwestern University, Expected Graduation: June 2025</i> • Major: Marketing, Human Centered Design; Pathway: Technology Management, Entrepreneurship • Coursework: Finance, Accounting, Strategy, Statistics, Operations, Economics, Design Thinking	Evanston, IL
2015 - 2019	HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY <i>Bachelor of Engineering in Computer Science & Entrepreneurship Minor; First Class Honors</i>	Hong Kong

EXPERIENCE

2024 - 2024	GOOGLE – YOUTUBE MUSIC <i>MBA Product Management Summer Intern (Jun 2024 – Aug 2024)</i> • Led end-to-end development of ‘Analytics Data Stories’ with cross-functional teams to drive ‘artist-created Shorts’, designing and launching experiment within 2 months and expanding reach to top 25% Artists • Established evaluated criteria for ‘Trending Music on Shorts’, leading analysis and diligence to ensure accurate selection parameters to enhance short-form-to-long-form video consumption through strategic UX badging	New York, USA
2019 - 2023	RAKUTEN <i>Rakuten is a Japanese technology conglomerate with 70+ businesses, 1.7B+ users and \$240B in global gross transaction value</i> Senior Product Manager - Travel Growth Hack Product Group (Dec 2022 – May 2023) • Launched Rakuten's international travel platform across 9 countries, overseeing end-to-end UX and core features; achieved 80,000+ monthly active users and generated \$7+ million in annual sales within first year • Architected cross-platform product strategy to overhaul hotel search experience; led a team of 5 to prioritize and implement strategy, doubling online ad conversions and tripling in-app conversions • Elevated product data precision by 15% by strategically identifying and filtering various sources of bot traffic • Led full-scale localization of 70M+ text elements into 8 unique languages: managed 30+ cross functional stakeholders to design in-house translation API specifications, data management tools, and workflows • Initiated pilot user research program with 6 designers, performing interviews, competitor analysis, and usability tests on 20 users to overhaul UI/UX, successfully elevating previously negative NPS to positive score Product Manager - Inbound Travel Consumer Product Group (Sep 2019 – Dec 2022) • Directed a cross-functional team to achieve full compliance with international privacy regulations (GDPR, CCPA, AAPI, PIPA, Apple ATT) by modifying native UX and seamlessly integrating 3rd party consent management tools • Orchestrated the decommissioning of a 10-year legacy product by implementing data migration plans and functions for retrospective data access, reducing server, development, and operational costs by \$100K+ • Pioneered the integration and of in-house analytics and user behavior tracking tools and achieved sizeable instrumentation for web and mobile products, crafting enterprise-level dashboards used by 200+ stakeholders • Achieved peak in-house system usability score by leading a focused UX audit exercise, generating test specs, conducting quality assurance, and prioritizing 700+ filed bugs, fixing 50% of identified critical issues	Tokyo, Japan
2021 - 2023	EMONEDS <i>Emoneeds aims to transform chronic mental health treatment in India through high-tech digital intervention</i> Co-Founder • Led development and launch of consumer app to engage and retain 200+ chronic mental health patients, resulting in 50% increase in therapy attendance rate and 30% increase in medication compliance • Integrated payment solutions across web and app platforms, introducing cashless transactions that reduced late payments by 80%, minimized non-payments, and eliminated the need for in-person payments	New Delhi, India

ADDITIONAL EXPERIENCES

- **Volunteered as product lead for mymizu:** a free water refilling app with 200K+ users, gamifying sustainability habits and reducing 1M+ plastic bottles - ranking #1 on Japan Apple App Store and winning “App of the Day”
- **Founder of an e-commerce startup in undergrad:** Raised \$60K to develop and run a platform connecting Chinese eyewear wholesalers to Indian opticians, allowing them to save up to 50% margin on bulk orders
- **Led business development at a music therapy startup,** creating outreach strategies for 500+ organizations
- **Skillset:** Data Analytics (SQL, Google Analytics, Tableau), UI/UX, User Research & Interviews, Project Management (JIRA, Confluence, Agile Scrum), Design Thinking, Wireframing (Miro, Figma), Public Speaking
- **Passionate about:** Mental health, Tech Blogging, Music and Guitar (performed live shows for 1000+ people)