

PRASHANT KOUL

SENIOR PROGRAM MANAGER- NEW PRODUCT DESIGN & DEVELOPMENT|BUSINESS|R&D|OPERATIONS

CONTACT

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Result oriented professional with **Certification in Product Management (Duke University), M.Tech: Mech Engg. (IISC, Bangalore)** targeting challenging roles in **New Product Business / R&D** with an organization of repute

ACADEMIC QUALIFICATIONS

Master of Engg in Mechanical Engineering (CFD)

- Indian Institute of Science, Bengaluru

Bachelor of Science in Mechanical Engineering

- University Institute of Engineering & Technology, Panjab University, Chandigarh

CORE COMPETENCIES

- Strategic Planning
- Stakeholder Management
- Problem Solving
- Risk Mitigation Strategies
- Budgeting, Prototyping
- User Journey Mapping
- Vendor Management
- Product Benchmarking
- Cross-functional Collaboration
- Quality Management System
- People Management

TECHNICAL SKILLS

- SAP, PLM, JIRA
- Whimsical
- SCIFORMA Power BI, C
- MySQL

PROFILE SUMMARY

- Offering **8 years of experience with competency in steering successful roll-out of NPD Programs (Product & software) across diverse Energy Industries** with accountability of defining scope, setting timelines, analyzing requirements, prioritizing tasks and identifying dependencies.
- Adept at handling high-pressure situations, influencing executive decision-making & balancing customer needs with business goals, while navigating technical, operational, and market challenges.

WORK EXPERIENCE

OLA Electric, Bangalore, Karnataka (Dec'23 – Present)

Designation: Senior Program Manager

Highlights:

Handling the **Upcoming 3W: Passenger & Cargo & 4W EVs, 2W Refresh models-2025 Strategic Planning and Roadmap Creation**

- Market Research and Analysis:** Conducted thorough market research **across 5 cities** to understand customer needs, industry trends & Identifying target segments
- Business Case Development:** Assessing the financial feasibility & ROI of the new products by building a business case to secure executive buy-in for Budget approval (**working with overall Portfolios > 500 Crs**)

Product Development and Design

- Design Oversight:** Coordinating with design and engineering teams to ensure the product meets regulatory standards, safety requirements, and customer expectations for performance and aesthetics
- Prototype and Testing:** Managing the development of **>70 prototypes**, overseeing testing phases of safety, durability assessments, **including ARAI, ICAT certification**
- Supplier and Vendor Management:** Working with sourcing to onboard **~400 suppliers over next 6 months** while ensuring quality control and cost-efficiency

Launch Planning and Execution

- Go-to-Market Strategy:** Worked with the marketing and sales teams to develop a comprehensive go-to-market strategy for **3 Wheeler EV**
- Post-launch Monitoring:** Monitoring the **current 2W product's** performance in the market, gathering customer feedback, warranty claims, and performance issues

Risk Management

- Proactively identifying and resolving product development challenges, such as delays, technical difficulties, or regulatory hurdles

Cross-functional Coordination

- Timeline Management:** Developing and managing the product development timeline of 5 models, ensuring that all milestones are met on time
- Team Alignment:** Collaborating with cross-functional teams, including engineering, design, procurement, manufacturing, quality assurance, service and marketing to ensure product development is aligned with business objectives.

Senvion, Bangalore, Karnataka (Aug'22 – Dec'23)

Designation: Product Manager

Highlights:

- Product Management:** Built an understanding of the local & world wind markets with a strong focus on value drivers, market dynamics, product market segmentation and climatics. Studied & Prepared Product Portfolio for 4MW Platform & proposed new Product Specs to Sr. Management basis AEP benchmarking for domestic & European market.

- **Additional roles->**

A. Process Enhancements: Led the development, implementation & training for **1st. Time** Project Scheduling & company wise resource tracking of 120 employees **within 4**

months – Bangalore location

B. Leading NPD 4MW Project:

- a. Led the Towers development for new 4MW platform till 3rd Load Loop
- b. Led implementation of 3 alternate source qualifications, 15 cost out ideas worth 4 Cr, Field issues of Towers for existing 2MW platform (all 3 Variants)
- c. Prepared **business case for 4XM Towers**

C. Software Development (Direct Team Handling):

- a. Managed the development & delivery of 6 web-based applications end to end, leading a team of 15 members with Project **budget ~ 2.5 Cr**
- b. Defined application requirements, created Flow architecture & sketch mock ups, responsible for approving all applications at every stage
- c. Managed rating cycles of all members leading to revision in SLAB rates the next year

D. Budget Controller: Managed Budget in order of 32 mill US\$ for 4MW platform

- a. Formulated and **controlled project operating budget** of R&D activities for 4XM platform wrt Forecast, Budget & Actuals for 1st TWO rounds of approvals
- b. **Monitored financial delivery**, acted as single communication channel for timeline tracking, issues control & and setting business expectation with external agency-HCL

Highlights:

- **Finalized Binding offers** for development activities from supplier in the form of NDA & MSA for Atlassian, HCL, L&T, CREADIS & PE Concepts
- **Managed 5 outsourced** manpower from 3rd party Service Providers: HCL & Fluid Mech
- Was responsible for finance activities: SPOC for External Service providers, ensuring supplier on-boarding & 3rd party engagement. Creation of PR, PO, SES, invoice & Payment tracking

Hero Moto Corp, Gurugram, Haryana (Aug'17 – July'22)

Designation: Deputy Manager (Aug'17 – Aug'20)

Designation: Associate Manager (Aug'20 – Jul'22)

Highlights:

- Platform Lead: Led and delivered NPD projects right from Concept gate, design, testing, implementation and product launch End gate for 10 BS VI and Export Models. Was responsible for all activities from design release, Die go stage, development to Product readiness for
- a. I-Smart 110cc: India's 1st BS VI Compliant Two-wheeler
- b. Xpulse 200cc: Hero MotoCorp's First 200cc BS VI Project
- c. Glamour CBS: Hero MotoCorp's First Hydraulic CBS Model
- d. Led Passion Pro, Glamour & Sup Splendor BS VI Platform models
- e. Initiated the successful development and completion of over **1700 exclusive parts** for **10** models launched into SOP

Key Result Areas:

- Led New Product Development for New Motorcycle Platform for 110 cc, 125 cc & 150 cc motorcycles involving all OBD II Regulation Projects
- Established product development strategy in collaboration with stakeholders from an engineering perspective
- Interfaced with top management to secure stage gates & board approvals
- Planned & executed market research in **East & South India** for existing and new products /technology/ segment to incorporate customer & service feedback for New Product-Passion Plus
- **Developing proto, final builds and physical testing** -> Understanding Feedback from all new model teams, reviewing and ensuring technical solutions at every stage
- Restructured and **validated design change implementation of ECN's** and parts list control during model maturation
- Administered and facilitated final review in the form of **"Dispatch Evaluation" requiring Functional head approvals** of all projects ensuring product quality and product features match pre-defined standards
- Support in Back end for implementing Government Chatbot service for tracking & responding to emergency requests during COVID

- ANSYS & MATLAB
- FLUENT, ASANA
- Google Analytics
- Optimisely, UXPressia, GERRIS

CERTIFICATIONS

Product Management Certification Program from Duke CE

- Secured 96% Grading
- Conducted Guesstimation & Hypothesis on Rental Furniture
- Competitor Analysis on E-Pharma Sector
- Sketching & Wire-framing for Fitness App
- Created a Business Model & Value Proposition Canvas on Lyft, AARRR on Zoom
- Case Study on Redbus, User stories & Epics on Hotstar

ACADEMIC PROJECTS

M.E. Thesis (Jul'15 – Jul'17)

- Undertook an in-depth study on Newtonian Fluids titled, **"Successfully simulating scaling law for (pure) in-viscid liquids: Neck radius v/s time decay to the Power 2/3"**

VOLUNTEER EXPERIENCE

DISTRICT COMMAND

CENTRE, GURGAON (Jun'20 & Jul'21):

- During COVID lockdown, Led teams of 4 & 9 members & supported DC office in managing data for food distributions across city.
- Provided Back end support for implementing Government Chatbot service for tracking & responding to emergency requests during COVID