

Detailed report for each program

Theme: Skill Development

GUEST LECTURE BY ALUMNI- MR. ROHIT MAHTO:
PRODUCT MANAGEMENT

7th NOVEMBER 2020, 6:30 AM PST

Mr. Rohit Mahto- Director of Product Management at Roku Inc., and our alumnus from the batch of 2009, joined in from San Francisco for the scheduled webinar on the topic- "Product Management". Mr. Mahto started with thanking SIDTM for providing this opportunity to interact and share his share of knowledge with the students. To begin with the session, he shared his career journey from graduating and working as an engineer for around two years; to joining SIDTM (SITM then); to working in telcos under the Marketing sector; and then finally landing into the Product Management domain.

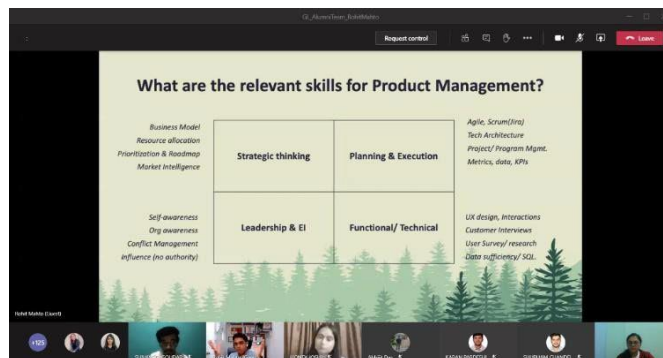
Sir expressed that being an engineer only helps you remove the fear of technology. You need not be knowing coding and all technical aspects of technologies to ace this dynamic digital world. He shared how he transitioned from different roles and countries in various MNCs. He always had an interest in engaging with consumers and working for them. As a result, he worked for around two and a half years in telcos in the marketing domain, and then got associated with Yahoo as a Strategic Partnerships Manager. Getting involved with Product Managers at Yahoo, he realised that this is the area he is more interested in working around. From there on, his journey in the product management domain took off. Mr. Mahto shared the key takeaways he has gained over his complete career journey. They include: don't underrate humility; don't try to overfit your career plan; don't block decisions, instead, design a framework to take calculated risks; don't stop learning the right things; and don't be transactional, instead, invest in building emotional quotient and empathy in day-to-day actions.



Moving ahead, Sir parted out his knowledge about Product Management, gained through experience in the field. To quote his words, he said, “Being a product manager, the subtle art of product management comes in, where during the product vision and strategy set-up, you actually go beyond understanding what’s going in the market or what does the consumer want.” He added about how the product management works at Roku. At Roku, two crucial business decisions take place on the impact of a specific UI to the user, and the second part is the happiness of the consumer. Also, a very exhaustive research process takes place before, during and after the launch of any new or improvised product. The success of Roku lies in the simple and easy-to-use UI, understanding the deeper needs, and not just the wants. He further explained that the need for product managers comes up because the time, cost and quality are limited; and to make the best combination of these elements of a product, product managers come into play. It helps in decision making for the product to be made available to the consumers. A good product manager follows a product charter that includes product vision, mission, goals, KPIs, discovery, prioritisation, planning and execution, in the same order.

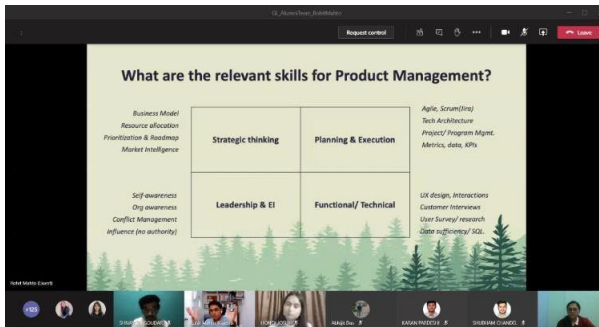
With various questions popping up from the curious audience, Mr. Mahto also shared how the pandemic has changed the OTT industry. He explained how Covid-19 made a massive increase in the OTT sector, which is, in turn, providing more consumer data in the hands of the companies, eventually helping them understand what different consumer wants are, to cater to the consumers’ needs. Towards the end, he advised the students to follow the path where his/her interest

lies, because each one’s journey is unique, and hence, we must try to do all that we can. At last, he again thanked SIDTM and the Alumni Relations Team for organising the webinar.





Photographs



Screen Shots of the On line Session

Title of the workshops/seminars conducted

Skill Development with Product Management Skills

Details of the resource persons

Details of the Resource Person:

- **Name:** Rohit Mahto
- **Organization:** Director of Product Management, Roku Inc
- **Conducted By:** Alumni Relations Team
- **Purpose of GL:** Knowledge sharing session
- **Request came from:** Alumni Relations Team
- **Linkedin ID:** <https://www.linkedin.com/in/rohitmahto>

Bio of the Resource Person:

Mr Rohit Mahto has completed his MBA in Marketing and Finance and has more than 12 years of experience in the domain of Marketing, Sir has an extensive knowledge in Product Management, Strategic Product Partnerships, and Computational Advertising. His expertise lies in bootstrapping new product areas and evolving established revenue-generating products to the next level. Over the years, he has been associated with Yahoo, Tata Teleservices Ltd., Essar and Reliance Communications.

