

Dutta Satadip

Director of Customer Success, Americas at Google

San Francisco Bay Area, CA, US

Google the real thing! Searching for the engine to drive your sales is as easy as contacting Google's Director of Customer Success, Americas

Biography

Results oriented, customer focused executive with over 15 years of proven experience delivering business results in a variety of product strategy, strategic marketing, revenue oriented partnerships, and engineering roles in the enterprise software market across development, quality and operations spaces. Able to create and drive a strategic agenda while balancing stakeholder needs, short-term objectives and team morale. Ability to drive change augmented by excellent verbal and written communication, relationship management and leadership skills. Experience: - Developing business strategy (based on industry, market & competitive analysis, scenario analysis, portfolio analysis, and core competencies), defining business plan (including business case development), and managing its execution. - Marketing and business development of new solutions and services (market & competitive analysis driven segmentation and positioning, defining value proposition & elevator pitch, defining brand platform, contributing internal & external collateral, evangelizing internally & externally with webinars, roadshows & conference events). - Managing relationships with strategic customers, sales/pre-sales and partners to drive the product direction along with inputs from the analysts and thought leaders.

Availability

Keynote, Moderator, Panelist

Industry Expertise

Advertising/Marketing, Computer Software

Areas of Expertise

Cloud Computing, Product Management, Leadership, New Market Expansion, Global Management, Change Management & Strategic Planning, Taking New Products to Market, Product Strategy Development, SaaS Integration and Strategy

Affiliations

Haas School of Business, UC Berkeley

Sample Talks

Create stellar products by Measuring Customer Satisfaction and Social Media

More than 90% of new software products will have subscription based pricing. The subscription based pricing works on the model that you pay for the software that you use and the customer will renew the subscription if and only if they are satisfied with the product. The key to reaping the benefits of a subscription based pricing is to keep customers happy. This session will focus on how product managers can measure customer satisfaction and efficiently process feedback on social media

Event Appearances

Developing Leadership Presence

Deloitte Impact Day

Understanding the Financial Implications of the SaaS Model

CloudCon

Create stellar products by Measuring Customer Satisfaction and Social Media

Silicon Valley Product Camp

Education

University of California, Berkeley - Walter A. Haas School of Business

MBA Strategy, Marketing, International Business

Virginia Polytechnic Institute and State University

MS Computer Science

Accomplishments

Head of Sales Support, Americas ? Google

Google is a global technology leader focused on improving the ways people connect with information. Google?s innovations in web search and advertising have made its website a top internet property and its brand one of the most recognized in the world. The company builds products that they hope will make the web better?and therefore your experience on the web better. Google?s mission is to organize the world?s information and make it universally accessible and useful.

Board of Directors ? Save One Life

Save One Life is a registered nonprofit international organization that offers individuals, families, companies and/or organizations the opportunity to sponsor a child or adult with a bleeding disorder in a developing country. Save One Life also directs resources to strengthen the capacity of bleeding disorder organizations to better meet the needs of their community.

Board of Directors ? National Hemophilia Foundation

The National Hemophilia Foundation is dedicated to finding better treatments and cures for inheritable bleeding disorders and to preventing the complications of these disorders through education, advocacy and research. Its programs and initiatives are made possible through the generosity of individuals, corporations and foundations as well as through a cooperative agreement with the Centers for Disease Control and Prevention (CDC).

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