

RACHAKONDA N. SRIKANTH

Product Experience Strategy · IT & Operational Transformation · Strategic Advisory
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PROFESSIONAL SUMMARY

Product Experience Strategist and operational transformation leader with 15+ years driving decision quality upstream across Healthcare IT, PE-backed technology portfolios, and global industrial technology. Expert in identifying where technology investments misalign with real-world operational workflows — and reshaping those decisions before development begins. Consistent track record of surfacing high-impact workflow issues through field research and contextual inquiry that standard discovery methods miss, quantifying business impact (time, cost, risk), and owning outcomes through execution — not advisory handoff.

CORE COMPETENCIES

- Product Experience Strategy
- Operational Workflow Analysis
- Upstream Decision Influence
- Service Blueprinting & Journey Mapping
- Build vs. Buy Analysis
- Future-State Workflow Design
- Contextual Inquiry & Field Research
- IT Application Portfolio Strategy
- Agile SDLC / Product Roadmapping
- Digital Transformation Strategy
- ERP & Systems Integration
- PE Portfolio Value Creation
- AI/ML Product Applications
- Cross-Functional Stakeholder Alignment
- Post-Merger Integration (PMI)

PROFESSIONAL EXPERIENCE

Strategic Advisor — Strategy & Modernization

06/2024 – Present

Racha Holdings LLC (Independent Practice)

Charlotte, NC

- Conduct end-to-end operational workflow analysis for IT modernization clients to surface high-risk workarounds and failure points before technology investment decisions are committed.
- Challenge technology investment assumptions with workflow evidence — translating field findings into prioritized roadmap direction and build vs. buy recommendations that prevent wasted development.
- Design future-state workflow models for digital transformation initiatives, defining testable concepts that validate efficiency and scale before development begins.

10/2021 – 06/2024

Director, Corporate Strategy & Transformation

Carrollton, TX

Aventiv Technologies (Platinum Equity Portfolio Company)

- Stopped duplicative development across 10+ business lines:** Designed and implemented cross-functional strategy execution playbook aligning Technology and Operations plans portfolio-wide — identifying and eliminating functionally equivalent development tracks before they entered engineering queues.
- Upstream product decision influence:** Partnered with Product and Engineering leadership to reshape technology investment priorities using quantitative workflow impact analysis (cost avoided, errors reduced), grounding roadmap decisions in operational evidence rather than feature assumptions.
- AI/ML payment system risk-to-value:** Led risk assessment and experience direction for AI/ML payment workflow enhancements; contributed to 5% top-line growth through disciplined pre-build evaluation.
- BI infrastructure owned end-to-end:** Architected and deployed business intelligence dashboards tracking 25+ KPIs, automating 80% of reporting — owned from requirements definition through production deployment.

03/2017 – 06/2020

Director, Strategic Planning

Florham Park, NJ

Emerson Electric

- **\$100M+ digital transformation opportunity identified pre-investment:** Mapped legacy process dependencies end-to-end across a multi-billion-dollar industrial technology business unit, surfacing workflow bottlenecks that standard productivity analysis had not captured.
- **Evidence-based 'stop' decisions:** Rationalized product portfolio through workflow impact analysis, delivering C-suite-aligned discontinuation decisions on underperforming offerings — improving business unit margins by +2 points.
- **\$20M cost benefit realized:** Executed complex ERP/SAP consolidation and resource optimization plans, owning the initiative through to \$20M in realized cost benefits.
- **\$1.2M annual savings delivered:** Implemented intelligent automation and product configurators that eliminated manual overrides in order processing — owned from design through deployment.
- **\$500M acquisition workflow due diligence:** Led cross-functional due diligence for Aventics acquisition, assessing technology stack compatibility and workflow integration points before deal close.

10/2014 – 03/2017

Hong Kong / Florham Park, NJ

Strategy & Business Development Manager

Emerson Electric (Vertiv)

- **6-month time-to-market reduction:** Conducted site visits and Voice of Customer sessions to translate real-world operational needs into technical requirements — shortening TTM by 6 months through workflow-grounded product direction.
- **\$7M incremental revenue:** Spearheaded launch of modular IT solutions for cloud and telecom customers; workflow-aligned offering differentiation drove \$7M in incremental revenue.
- Developed build vs. buy business cases using competitive intelligence and operational impact analysis to justify capital allocation decisions.

SELECT OPERATIONAL IMPACT

- **Healthcare IT Portfolio (\$15M):** Mapped clinical workflows through field research and service blueprinting to surface latent user needs invisible in requirements documentation; realigned product architecture to eliminate structural misfits and prevent downstream rework before build.
- **IT Application GTM Transformation (\$300M+):** Led shift from hardware-centric to workflow-grounded solution offerings, driving 5% market share gains by identifying missed differentiation opportunities through end-to-end workflow analysis.
- **Portfolio Integration & Synergy Capture (\$30M):** Integrated software portfolios by rationalizing redundant workflows and stopping low-value development lines early — realizing \$20M in cost benefits through pre-build decision discipline.

EDUCATION

MS, Artificial Intelligence

Purdue University

MBA, Marketing

Asian Institute of Management

B.E., Marine Engineering

*Marine Engineering & Research
Institute (MERI)*

CERTIFICATIONS

Project Management Professional (PMP)

Certified Scrum Master (CSM)

Six Sigma & Lean

Data Science Foundations