

Contact

www.linkedin.com/in/swetha-vc
(LinkedIn)

Top Skills

Product Management
Requirements Analysis
Market Analysis

Languages

English (Native or Bilingual)
Kannada (Native or Bilingual)
Tamil (Native or Bilingual)
German (Professional Working)
Hindi (Professional Working)

Certifications

Professional Scrum Product
Owner™ I (PSPO I)
Introduction to Typography
Professional Scrum Product Owner -
AI Essentials
Human-Centered Service Design

Swetha Vasudevan-Cantow

Product Management | B2B SaaS Platforms | Workflow Automation |
Digital Signatures | AI Enthusiast
Berlin, Berlin, Germany

Experience

ComX.io

Product Manager

August 2022 - September 2025 (3 years 2 months)

Berlin, Germany

FP Digital Business Solutions GmbH

4 years 1 month

Product Owner

April 2019 - June 2022 (3 years 3 months)

Product Manager

June 2018 - March 2019 (10 months)

Berlin Area, Germany

Francotyp-Postalia Holding AG

1 year 9 months

Product Management

September 2017 - May 2018 (9 months)

Berlin Area, Germany

Lead generation and qualification (B2B) in Germany for FP Sign (digital signature solution)

Evaluation and prioritization of new features for FP Sign- to be developed in the upcoming sprints, based on market study and customer requirements

Translation of feature requirements into user stories

Functional testing of the current version of the signature solution

Assessment of the prospects for FP Sign in the Italian and UK markets

Working Student, Master's Thesis

February 2017 - August 2017 (7 months)

Berlin Area, Germany

Thesis: Long-term storage solutions for digitally signed documents - Market entry strategy

Assessment of market trends (current and potential) for digital signature and archiving solutions in Germany & USA, competitive landscape analysis

Customer analysis through secondary research and interviews and identification of customer preferences

Formulation of sales model and business case with an estimation of when RoI can be achieved

Recommendation of market entry strategy for FP Sign (digital signature solution)

MBA Student Consultant

September 2016 - January 2017 (5 months)

Berlin Area, Germany

Evaluation of digitization trends in the mail industry for small and medium businesses in Germany and USA

Primary market research by interviews with customers and industry experts, competitor analysis

Conception of a product solution and prototype development by means of Google SPRINT for the digitization of incoming mail

Indian Institute of Science

Project Assistant, Department of Management Studies

September 2013 - September 2014 (1 year 1 month)

Bengaluru Area, India

Work associated with two research/ consulting projects

(1) co-creating outbound learning training programs with customers

(2) evaluating the impact of the training on employees' sociability skills

Business requirement gathering and analysis, questionnaire development

Scientific research and content writing for material related to the projects

Get2Galaxy Technology Solutions Pvt. Ltd.

Business Development Executive

March 2013 - August 2013 (6 months)

Bengaluru Area, India

Product: Online assessment and hiring tool

Analysis and profiling of competitors

Evaluation of product competitiveness

Lead generation and qualification (B2B and B2C) via secondary research

Customer support, customer surveys and analysing customer feedback

Infosys

System Engineer

December 2009 - January 2013 (3 years 2 months)

Bengaluru Area, India

Member of the software development team that maintains the software system of Long Term Care Partners (LTCP), the US Federal insurance program

Responsible for major & minor code releases - impact analysis, software design, coding, functional and unit testing

Content management and devising team-building activities

On/boarding of new employees via knowledge transfer sessions

Indian Institute of Science

Project Assistant, Department of Mechanical Engineering

August 2009 - December 2009 (5 months)

Bengaluru Area, India

Development of hardware and software to integrate temperature and pressure sensors with laparoscopic surgical tools

Education

Hochschule Pforzheim - MBA International Management

Master of Business Administration - MBA, International

Management · (2015 - 2017)

Amrita School of Engineering

