See who's hiring on LinkedIn.

Dipika Prasad

3rd

Principal Product Manager @ Lab45 building GenAI applications | Ex-IDEO; former SaaS founder | Aspen Institute GP Birla Fellow

Hyderabad, Telangana, India · Contact info

500+ connections

Wipro

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About

Relentlessly resourceful PM with 10 years of building products for retail, SMB, and enterprise users. Former founder, with a background in management consulting and venture capital. I've built products for global giants like Unilever and Vodacom, as well as starts in the seed-to-Series A journey. Some recent highlights:

...see more

Top skills

Product Management • Business Strategy • Customer Insight • Senior Stakeholder Management • Design Thinking

Featured

Post

Hello world! I have a career update to share :) It's in two...

226 · 39 comments

Link

Talking to Users

Five counter-intuitive questions you should ask your users 9k... ideo.com

Elevate your user feedback strategy by incorporating five unconventional questions that uncover deeper insights and pave the way for breakthrough solutions

Link

Five ways to ease user anxiety 2k... ideo.com

A quick breakdown of what users fear in high-stakes moments, how that leads to churn, and some ways in which you can design to fix it.

Activity

4,314 followers

Posts | Comments | Images

Dipika Prasad posted this • 1mo

What's your builder story?

In my role volunteering as the community lead for Shreyas Doshi's Product Club, I get the a ...show more

86 · 5 comments

Dipika Prasad reposted this • 3mo

Love this hot take from Shreyas Doshi! There are two parts to the PM job – figuring out what is the right thing to build, and then figuring out how to build it the right way. ...show more

Shreyas Doshi
Take thrice the time to understand the real problem and you'll only need one-tenth the time to figure out the correct solution.

24

Dipika Prasad reposted this • 4mo

Another feather in our cap developing the Gen AI solution for the financial services industry in collaboration with Microsoft.... ...show more

Wipro, Microsoft collaborate to launch AI-powered assistants for financial services - Times of India
timesofindia.indiatimes.com

455 · 40 comments

Show all posts →

Experience

Principal Product Manager
Wipro · Full-time
Sep 2023 - Present · 1 yr
Hyderabad, Telangana, India · Hybrid

I work at Lab45, Wipro's innovation lab and home of the Wipro GenAI Platform AI360. Key roles:
- Leading a rapid prototyping unit focused on helping C-suite leaders build a business strategy b ...see more

Rapid Prototyping, Business Development and +21 skills

IDEO
3 yrs 1 mo
San Francisco Bay Area · Remote

Senior Product Lead
Full-time
Jul 2022 - Sep 2023 · 1 yr 3 mos

- Led global cross-functional teams of engineers, designers, field operations managers, sales teams and researchers to build, launch, and scale web and mobile product experiences reaching 30M+ reta ...see more

Digital Product Development, Leadership and +41 skills

Product Lead
Sep 2020 - Jul 2022 · 1 yr 11 mos

- Led redesign of Unilever's third-party driven merchant financing products in India, Pakistan, and Kenya to acquire and onboard high-quality small businesses; and help them transact with Unilever as one ...see more

Competitive Landscape, Quantitative Analytics and +19 skills

Co-Founder & Chief Product Officer
PortalFrame · Full-time
Jan 2018 - Jun 2020 · 2 yrs 6 mos
Bengaluru Area, India · On-site

- Co-founded and scaled a startup which built award-winning GIS tools; partnering with the likes of Amazon, Microsoft, & Cisco to help leaders make high stakes with confidence... ...see more

Location Intelligence, Strategic Communications and +35 skills

AavishKaar Group
7 yrs 1 mo
On-site

Lead & AVP - Product Innovation Lab
Full-time
Jul 2016 - Dec 2017 · 1 yr 6 mos
Hyderabad, Telangana, India

- Analyzed complex business problems across last mile delivery, healthcare, and agriculture domains; and came up with product strategies to solve them... ...see more

Strategic Communications, Leadership and +23 skills

Manager
Full-time
Jul 2014 - Jun 2016 · 2 yrs
Hyderabad, Telangana, India

Led 12 Consultants and 5 Consultants to win and service accounts including Unilever, Reckitt Benckiser, World Bank, and International Finance Corporation.

Strategic Communications, Business Development and +12 skills

Senior Consultant
Full-time
Jul 2012 - Jul 2014 · 2 yrs
Mumbai, Maharashtra, India

Service Development, Business Strategy and +8 skills

Show all 5 experiences →

Head - Communications & PR, International Congress 2010
AIESEC
Jan 2010 - Nov 2010 · 11 mos
Mumbai, Maharashtra

- Led global communications, branding, and PR initiatives, managing a diverse international team
- Forged media partnerships, resulting in extensive event coverage across web, TV, print, radio etc.

Strategic Communications, Leadership and +5 skills

Show all 11 experiences →

Education

Jawaharlal Nehru Technological University
B.Tech
2005 - 2009
Activities and societies: College Fest Team, Editorial Team for College Magazine, Throwball Team.

Loreto Convent

Licenses & certifications

Product Sense
Maven
Issued Aug 2024
Show credential

Product Management, Positioning (Marketing) and +7 skills

Community Leadership
Friedrich Naumann Foundation for Freedom
Issued Jun 2018
Show credential

Show all 6 licenses & certifications →

Volunteering

Community Lead
Shreyas Doshi's Product Club
Nov 2023 - Present · 10 mos
Science and Technology

I lead community for a network of 2000+ mid-to-senior level PMs who are alumni of Shreyas Doshi's product course.

Managing your PM Career in 2024 and beyond by Shreyas Doshi on Maven

Member, CII National Committee on Women Empowerment & Indian Women Network 2019-20
Confederation of Indian Industry
Jun 2019 - Jun 2020 · 1 yr 1 mo
Economic Empowerment

The National Committee is committed to co-create ecosystems that enable women to live up to their full economic potential. Through advocacy, knowledge creation, on-ground interventions, it strives b ...see more

Show all 5 volunteer experiences →

Skills

Positioning (Marketing)
Product Sense

Customer Segmentation Strategy
Product Sense

Show all 72 skills →

Recommendations

Received | Given

Mansi Gupta 3rd
I help organisations embed a gender-lens in their products, programs and process | Founder of Uncomform & Women-Centric Design | Speaker & Facilitator
August 30, 2023, Dipika was Mansi's client

I was so lucky to have had an opportunity to collaborate with Dipika on a super exciting gender project. Dipika and her team brought me in to incorporate a women-centric across their fintech accelerator experience. Although I was brought in as the gender expert, Dipika's thought-provoking and really smart questions and her deep experience in the field made our work so much better. With our work together, we were able to create a more holistic women-centric lens in the way we chose and supported the ventures in the accelerator.

Dipika is extremely considerate, thoughtful, super diligent and detail oriented, creative and collaborative ...see more

Kanika Kumar 3rd
Product & Strategy at IDEO, Oxford MBA
May 24, 2017, Kanika worked with Dipika but on different teams

I have known Dipika personally and professionally for more than 10 years now. We have been part of teams tasked with strategic business launches, growth, and international expansion projects. I am always impressed with her ability to do what it takes to make sure the team succeeds. She treats the roles and responsibilities given to her as a starting point, and not as a strict boundary for what she will do. You can count on her on to deliver results in ambiguous and fast-changing environments. Most importantly, Dipika is a leader who always has her team's back - I've seen her step-up to take responsibility for team failures and step-back to let the team take credit for success. Her reportees know she is invested in their personal growth and this gets her a lot of personal loyalty that goes beyond designations and organisation ...see more

Publications

Notes from Davos: Fixing India's Cities
Lakeer Blog · Feb 21, 2018
Show publication

Five insights on making Indian cities liveable for everyone -
1) The world's biggest challenges are challenges of cities... ...see more

India in 2050: Future of Cities
Business World · Mar 30, 2017
Show publication

India is transforming from a rural to an urban country. To prepare our cities for the future – we need to reimagine concepts of shelter, utilities, culture, health, and economy. Unless we plan today, we will build cities that c ...see more

Other authors

Show all 13 publications →

Honors & awards

GP Birla Fellowship for Women Leaders
Issued by Ananta Aspen Centre · Apr 2019

The programme aims to take a carefully selected group of young women in the 30-40-year age group with leadership potential through a series of experiences and sessions that catalyze their journey from succes ...see more

Languages

Bengali
Limited working proficiency

English
Native or bilingual proficiency

Show all 5 languages →

Organizations

Global Shapers Community
Curator · Hyderabad Hub, Vice Curator · Hyderabad Hub · Jan 2016 - Feb 2019

The Global Shapers Community is a network of hubs developed and led by young people who are exceptional in their potential, their achievements, and their drive to make a contribution to their communities. The Global Sha ...see more

Interests

Top Voices | Companies | Groups

Elena Verna 3rd
Growth, Dropbox
195,834 followers
+ Follow

Tom Goodwin 3rd
Business Transformation Consultant- A focus on pragmatic use of AI and how it impacts culture, workflows and business structure | Author | Keynote Speaker | Trainer | 4 x LinkedIn #1 Voice in Marketing
733,446 followers
+ Follow

Show all Top Voices →

Causes

Economic Empowerment • Environment • Health • Poverty Alleviation • Science and Technology

More profiles for you

Subha Tatavarti 3rd
Former Chief Technology Officer at Wipro Limited
View profile

Suhel Parekh 3rd
Product Leader at Microsoft | Copilot & Enterprise Search ...
+ Follow

Laxmy M Krishnan 3rd
Director & Head of Innovation, Wipro Lab45
+ Follow

Nikhil Sood 3rd
Senior Strategy Manager @ Wipro Lab45| Wipro's...
View profile

John Billington 3rd
Sr. Product Manager - Consumer Hardware,...
View profile

Show all

People you may know

Jared Marco Chavez Chuquimia
Estudiante en Universidad Católica Boliviana
Connect

Isaias D. Zambrano
Estudiante de Ciencias Políticas
Connect

Amjad Aun
PhD Candidate in Economics | Researcher | Economic...
Connect

Ricardo Filipe
Writer, Activist, Ex-Military, Freelancer
Connect

Carlos Romero
Legal Translation at Replica | LLM University of Chicago...
Connect

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Pages for you

Jupiter Power
Electric Power Generation
1,233 followers
1 connection follows this page
+ Follow

Isian
Legal Services
188 followers
12 connections follow this page
+ Follow

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See who's hiring on LinkedIn.

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