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Master of Engineering Management — MEM PC — Programs Consortium

DARTMOUTH

2021 MEM PC Poster Session

Summer '21 Internship: Product Manager of a new Cloud storage product, Edge Compute team, Verizon Media

verizon media · yahoo!

Technical Background
Content Delivery Networks (CDNs)
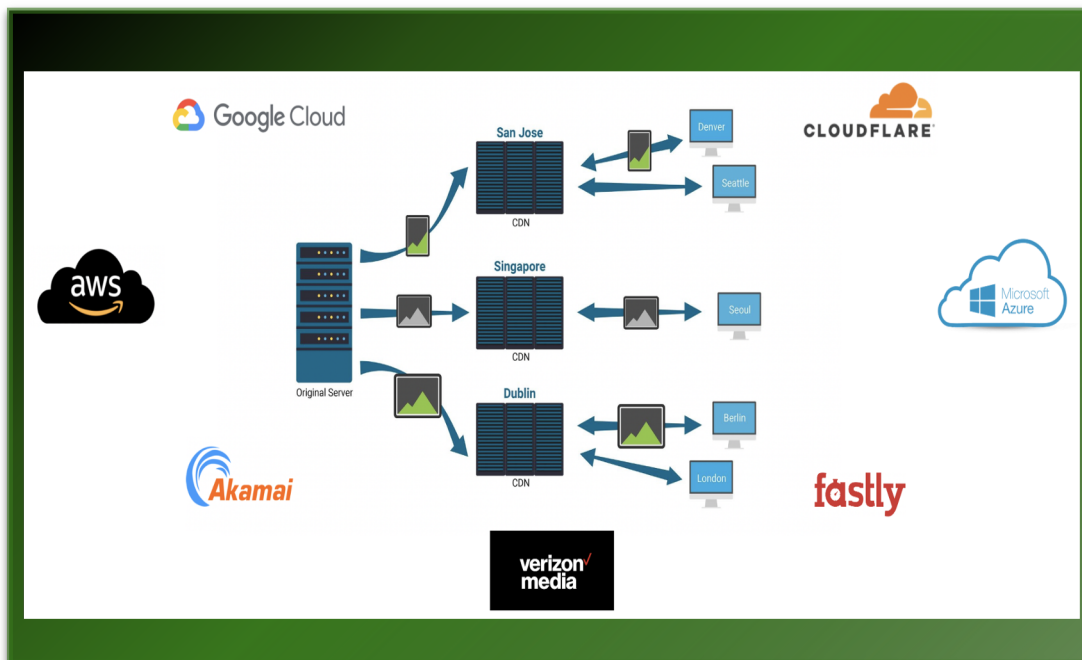
Problem Statement

With 5G and IOT taking the world by storm, the need for **single-digit millisecond latency** storage, retrieval, processing and delivery of high-performance compute data closer to the end user - at the EDGE of the Internet, is rising on an exponential scale.

Product Rationale

To address this need and to facilitate storage and delivery of data closer to the end user, the Verizon Media Edge Compute team began hypothesizing a database-driven storage solution to be integrated into its cloud platform.
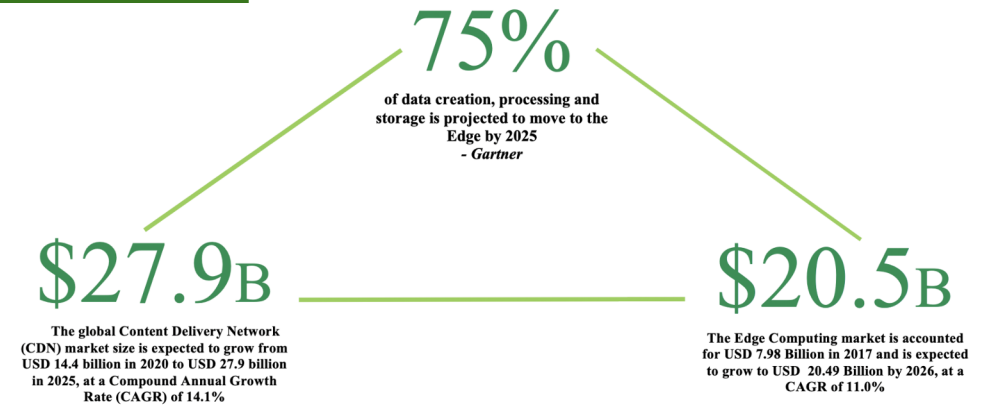
My Responsibility

Owned and led the end-to-end Product Roadmap, Go-To-Market Strategy and Beta Launch Plan for this new cloud storage platform.

Project Outcome

- My analyses and deliverables during the 10-week stint, combined with an extensive financial modeling revealed that Verizon Media would break even and start to generate a positive Net Income by EOY1.
- Verizon Media's leadership has announced the Beta launch date of this product.
- Engineering has begun working on my feature recommendations.

Market Research

75%
of data creation, processing and storage is projected to move to the Edge by 2025
- *Gartner*

$27.9B
The global Content Delivery Network (CDN) market size is expected to grow from USD 14.4 billion in 2020 to USD 27.9 billion in 2025, at a Compound Annual Growth Rate (CAGR) of 14.1%

$20.5B
The Edge Computing market is accounted for USD 7.98 Billion in 2017 and is expected to grow to USD 20.49 Billion by 2026, at a CAGR of 11.0%

User Persona and Feature Definition

Product Roadmap

Market Research → Technology & Competitive Analyses → User Studies → Feature Prioritization → UI Wireframing & Mockup → Financial Analysis → Product Packaging → FINAL RECOMMENDATION

MEM Courses and Skills Employed

- **Courses:** Marketing, Technology Assessment Project, Financial Accounting, Product Design & Development (Elective), Entrepreneurial Thinking (Elective), Technical Project Management (Elective)
- **Skills:** Customer-centered design thinking, research and analysis, prioritization against multiple criteria, financial modeling, UI wireframing, prototyping, collaboration, empathy, communication, presentation skills

Product Management Takeaways

"Product Management isn't about exhibiting authority, it's about influencing; "While data plays a huge role, a large part of Product Management is to use your intuition where necessary to work amidst abstraction.