Dattatreya Nayak

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Summary

Results-driven product developer with B2B and B2C experience in shipping data storage products. Proven expertise in driving features, cross-functional collaboration, and innovation, with 14 patents (5 grants) focused on tech and business growth.

Professional Experience

Staff Engineer – Flash Business | SanDisk, Western Digital | Bengaluru

- **Productized and shipped** SanDisk Extreme Pro portable SSDs for **Apple Inc.** in under 6 months to align with emerging market trends, contributing to approximately **1% uplift in overall portable SSD revenue** with minimal incremental cost.
- Led performance optimization features for **SanDisk Extreme Pro portable SSD** solutions, translating technological enhancements into **80% improvements in small workloads performance**.
- Delivered approximately **160% improvements in large workloads performance from 380MBps to 1000 MBps** enabling premium product positioning in the consumer storage market.
- Gathered first-hand market insights and identified feature improvements for product and ecosystem offerings by conducting persona-based consumer research for portable SSDs through in-store visits to retail chains in Bangalore.

Senior Engineer – Flash Business | SanDisk, Western Digital | Bengaluru

- Developed performance and data-recovery algorithms for **SanDisk Extreme Pro Portable SSD** product line, addressing critical user needs in a fast-growing **$500M+** market and enhancing product reliability and performance.
- Drove performance optimization efforts for a next-gen portable SSD, achieving a **90% improvement** from **200 MBps to 380 MBps** for large data workloads and enabling accelerated product launch to capture early market demand.
- Served as **Technical Consultant** for a fast-tracked product **delivered in under 5 months**, ensuring on-time milestones and a zero-defect release through proactive cross-functional collaboration, planning and issue resolution.

Engineer – Flash Business | SanDisk, Western Digital | Bengaluru

- Designed and developed key software modules optimized for gaming workloads, enhancing performance for heavy games and unlocking new market opportunities for SanDisk's gaming storage solutions.
- Stabilized product platform for upcoming products by leveraging emulation platforms for development and triaging.

Education

Bachelor of Technology, Computer Science & Engineering – *Manipal Institute of Technology, Manipal | India*

Accomplishments

- Patents - Authored **14 USPTO patent filings** and received **5 patent grants** driving innovation in performance improvements, user experience and next-gen technologies with a strong focus on product vision, market trends, and long-term business strategy.
- Finalist **IdeaTank, SanDisk's APAC SharkTank** – Pitched a product idea and business plan to save $1M in development cost.
- Innovation **Mentor** - one of the youngest mentors among **105 elite global** Intellectual Property mentors at SanDisk.
- **Night on Town Award** - Honored three consecutive years for exceptional performance and impact in product development, awarded to top performers among ~300 employees at SanDisk's Consumer Solutions Group.

Certifications

Product Management 101 by Todd Birzer, Udemy

Extra-Curriculars

- **Placement Committee - Vertical Head, PGPX, IIM Ahmedabad**: Leading Technology vertical, driving strategy and initiatives to enhance opportunities for students in Technology sectors.
- **Led the Career Development initiative** within SanDisk's We.Fuel Employee Resource Group, supporting early-career professionals in identifying their strengths and career pathways through targeted programming and mentorship.
- As a **Coordinator**, spearheaded the integration of online payment systems for college festivals at MIT Manipal, collaborating with cross-functional stakeholders to deliver a seamless and reliable digital experience for participants.