

MONICA SETHIYA

Program Manager | AI Innovation, R&D Portfolio Management & Strategic Partnerships

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PROFESSIONAL SUMMARY

Program Manager with 6 years of experience driving AI innovation, R&D portfolio management, product development, and strategic partnerships across cinema technology and consumer tech. Established India's first M&E Center of Excellence (\$100K+ funding), launched an innovation incubator achieving 27% POC conversion, and deployed LLM-powered systems supporting 12+ languages. Proven ability to align cross-functional stakeholders, manage academic-industry research collaborations, and accelerate product launches through agile governance and process transformation.

CORE COMPETENCIES

Program Management:	Agile Program Governance, Cross-Functional Coordination, Product Roadmapping, PRD Development, Stakeholder Alignment, OKR Framework, Portfolio Management, Go-to-Market Strategy
AI & Innovation:	LLM Deployment, AI Adoption Strategy, Innovation Incubation, R&D Portfolio Management, POC Development, Technology Integration, Digital Transformation
Strategic Initiatives:	Industry Partnerships, Academic Research Partnerships, Community Building, Ecosystem Development, Change Management, Business Development
Tools:	Jira, Asana, Notion, Confluence, Figma, Miro, Power BI, Google Analytics, Microsoft Project

PROFESSIONAL EXPERIENCE

Program Manager, Qube Labs

Jun 2023 – Present

Qube Cinema • Chennai, India

- **Research Portfolio Management:** Managed two deep-dive research collaborations with IIT Madras spanning transformer-based video super-resolution (upscaling 2K to 4K on 100K+ hours of cinema content) and blockchain feasibility for content distribution and rights management.
- **Center of Excellence:** Established India's first Media & Entertainment Center of Excellence with IIT Madras, securing \$100K+ in initial joint research funding and positioning the company as an innovation leader.
- **LLM Deployment:** Integrated and deployed LLM-powered subtitle translation system supporting 12+ languages (7 Indian, 5 global) for cinema releases worldwide, reducing manual translation costs.
- **Innovation Incubator:** Launched InQubator program achieving 27% idea-to-POC conversion rate (3 of 11 concepts advanced) through cross-departmental mentorship with 25+ employees.
- **AI Organizational Enablement:** Trained 100+ employees across technical and non-technical roles through structured workshops on AI adoption and internal knowledge-sharing programs.
- **Industry Events & Community:** Organized 5+ industry events with SMPTE, HBO, Warner Bros, and Red reaching 400+ M&E professionals through panel discussions and networking.
- **Data & Reporting:** Led data lake cleanup and built Power BI dashboards for 6+ departments, improving data-driven decision-making and cross-functional data accessibility.

Founder & Consultant

Dec 2022 – Present

Monstellar • India

Strategic consultant delivering program management, product strategy, and digital transformation for startups and SMEs.

- Enabled Ed-Tech startup GTM by creating PRD, AI-design mockups, and MVP proof-of-concept (3-month launch timeline).
- Designed legal and HR transition plan for Media-Tech merger involving 1,000+ employees.
- Defined product vision and 18-month roadmap for travel startup, identifying \$2M market opportunity.

Product Manager

Nov 2020 – Oct 2022

Pixel And Mortar • Chennai, India

- Defined product vision and built end-to-end workflows for 4 internal platforms, establishing agile sprint cycles and managing a cross-functional team of 30+ employees.

- Pitched to and onboarded 102+ partner brands to build an AR-based interior design marketplace.

Product Analyst

Sep 2020 – Nov 2020

Crayon'd • Chennai, India

- Conducted behavioral research on habit formation and developed wireframes incorporating gamification mechanics that informed product strategy for mobile applications.

Project Associate

Jan 2020 – Jun 2020

SPI EDGE • Chennai, India

- Launched "Get Shit Done" platform enabling 200+ users to discover career paths through gamified IKIGAI framework and partnerships with 10+ companies.

EDUCATION

Bachelor of Business Administration – Business Leadership & Administration | GPA: 9.52/10

Shasun College, Class of 2020

CERTIFICATIONS

Philosophy of Cognitive Sciences (University of Edinburgh) | Consumer Neuroscience & Neuromarketing (Copenhagen Business School) | ExO Foundations (OpenExO)

LEADERSHIP & COMMUNITY

- **Global Ambassador, Singularity University Chennai** (2019–2023): Curated 25+ meetups reaching 1,200+ attendees, coordinated with global HQ, represented chapter at international summits.
- **Executive – Partnerships, TEDxChennai** (2018–2019): Acquired \$75K+ in sponsorships from 99+ corporate sponsors for flagship event (1,500+ attendees).
- **Student President, Enactus Shasun** (2017–2019): Led 10+ member team implementing 3 UN SDG-aligned social enterprise projects.

LANGUAGES

English (Native), Hindi (Native), Tamil (Fluent)