

Niko Desai

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SUMMARY

Technology strategy leader with 12 years of experience connecting **construction industry customer needs, engineering processes**, commercial priorities, and product development into practical technology roadmaps. Leads product vision, **multi generational product plans**, program scope, schedules, cost planning, requirements definition, and roadmap execution for worksite initiatives focused on safety, labor, and productivity. Partners across commercial, engineering, machine product, delivery, and customer groups in matrixed environments spanning geographic locations. Communicates autonomy, automation, and complex equipment technology in clear language for varied audiences. Uses customer discovery, market analysis, competitive insight, strategic thinking, and business acumen to frame decisions. Brings disciplined prioritization and practical project initiation experience that can support safer worksites, stronger product direction, and measurable customer value.

EXPERIENCE

Senior Technology Strategy Manager

January 2022 to Present

TerraForge Construction Systems

Fort Worth, Texas

Leads strategy for connected and automated construction worksite solutions, guiding product vision, multi generational plans, customer discovery, and program initiation across matrixed commercial, engineering, machine product, delivery, and customer teams.

- Led connected worksite strategy, aligning safety, labor, and productivity needs with **product roadmaps**.
- Developed MGPPs with commercial and engineering leaders using **market timing** and **technical dependencies**.
- Presented autonomy and automation concepts clearly for technical and commercial decision makers.
- Initiated programs with scope, schedules, cost ranges, requirements, and delivery team structures.
- Converted customer and **dealer discovery** into **technical problem statements** and roadmap decisions.
- Documented tradeoffs and customer evidence, influencing **machine product**, engineering, commercial, and delivery groups.

Technology Strategy Manager

March 2019 to December 2021

BuildAxis Equipment Solutions

Dallas, Texas

Managed planning for construction equipment solutions combining machine capabilities, site connectivity, automation, and operator workflows, with responsibility for roadmap scenarios, technical reviews, early program definition, and priority decisions.

- Managed construction equipment planning across **machine capabilities**, connectivity, automation, and **operator workflows**.
- Built multi generation roadmap scenarios linking customer needs with engineering readiness and commercial value.
- Facilitated technical and commercial reviews across **distributed teams** using concise decision materials.
- Defined early scope, **milestone expectations**, **cost assumptions**, and high level requirements for concepts.
- Assessed worksite challenges involving utilization, **labor availability**, safety, and productivity with customer teams.
- Managed concurrent strategy initiatives through explicit priority criteria and decision checkpoints.

Senior Product Strategy Specialist

June 2016 to February 2019

Stonebridge Machine Technologies

Austin, Texas

Developed product strategy for construction equipment technology by combining customer research, engineering input, market trends, competitor activity, technical architecture, and feasibility requirements for roadmap decisions.

- Developed strategy analyses combining construction research, engineering input, market trends, and **competitor activity**.
- Translated **technical architecture** and development constraints into clear commercial roadmap narratives.
- Documented autonomy and automation use cases, operating conditions, **capability assumptions**, and **adoption considerations**.
- Prepared business and technical requirements for product concepts entering **feasibility evaluation**.
- Led cross functional workshops that resolved conflicting priorities and clarified roadmap sequencing decisions.
- Maintained opportunity assessments balancing customer value, strategic fit, **technical maturity**, and competitive urgency.

Product Development Specialist

July 2014 to May 2016

Worksite Innovation Group

Houston, Texas

Supported early product development for construction equipment technology by gathering field requirements, structuring use cases, preparing technical communications, and coordinating scope, dependencies, priorities, and feasibility discussions.

- Gathered **field requirements** from contractors, **commercial teams**, and engineering specialists for equipment technology.
- Converted customer technical challenges into structured use cases and **acceptance considerations** for **engineering** discussions.
- Created presentations and technical summaries for mixed technical and business audiences.
- Coordinated early project definition covering scope, requirements, schedule assumptions, and dependencies.

- Tracked concurrent development concepts around customer need, feasibility, and delivery capacity.
- Built practical knowledge of construction workflows, engineering processes, **product development**, and matrixed **communication**.

PROJECTS

Connected Worksite Roadmap 📅 2025

Defined a multi generational roadmap for connected construction worksite solutions, linking customer safety, labor, productivity, engineering readiness, market opportunities, and competitive threats.

Autonomy Product Vision 📅 2024

Created communication materials that translated autonomy and automation concepts into clear product vision, customer value, technical requirements, and commercial decision points.

LEADERSHIP & AWARDS

- Program Committee Member, Construction Technology Strategy Forum, 2023 to Present
- Facilitator, Product and Engineering Alignment Roundtable, 2024 to Present
- University Executive Education, Product Strategy, 2025

EDUCATION

Bachelor's Degree in Mechanical Engineering

2014

University of Houston GPA: 3.5

Houston, Texas

Coursework: Engineering processes, product development, automation systems, technical requirements

CERTIFICATIONS

- Product Strategy, University Executive Education 📅 2025
- Autonomous Systems Foundations, University Continuing Education 📅 2026

TECHNICAL SKILLS

- **Strategy Planning:** Technology strategy, product vision, strategic thinking
- **Roadmap Planning:** Product roadmaps, MGPPs, roadmap sequencing
- **Construction Technology:** Construction equipment, worksite technology, contractor workflows
- **Engineering Processes:** Engineering processes, feasibility evaluation, technical dependencies
- **Product Development:** Product development, machine products, technical requirements
- **Automation Systems:** Autonomy, automation, operator workflows
- **Customer Research:** Customer discovery, dealer discovery, field requirements
- **Market Analysis:** Market opportunities, competitive threats, industry trends
- **Program Planning:** Program scope, schedule planning, cost planning
- **Requirements Management:** Requirements definition, acceptance considerations, use cases
- **Communication Methods:** Product presentations, technical summaries, decision materials
- **Team Collaboration:** Matrixed teams, cross functional workshops, stakeholder alignment

SKILLS

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|-------------------------|---------------------------|---------------------------|-------------------------|
| • Technology Strategy | • Strategic Thinking | • Product Roadmaps | • Matrixed Leadership |
| • Construction Industry | • Engineering Processes | • Program Scope | • Concept Communication |
| • Product Vision | • Product Development | • Cost Planning | • Prioritization |
| • MGPPs | • Autonomy and Automation | • Requirements Definition | |

PROFESSIONAL AFFILIATIONS

- Construction Technology Strategy Forum, Program Committee Member
- Product and Engineering Alignment Roundtable, Facilitator

LANGUAGES

- English (Native)
- Gujarati (Proficient)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST