
PROFESSIONAL SUMMARY

Product Manager with 4 years of experience building B2B platforms from 0 to 1 across integrated pipeline systems, sales enablement tools, real-time offer engines, and self-serve web products. Experienced in end-to-end product ownership spanning API integrations, multi-vendor delivery, user journey design, and regulated environments. Proven ability to digitize workflows with scalable systems, drive measurable adoption, and coordinate cross-functional teams across engineering, design, data, and business stakeholders. Seeking to bring this experience to a Product Manager role at a B2B SaaS or product-based company.

WORK EXPERIENCE

• Edelweiss Life Insurance*Digital Products Manager*

Mumbai, India

Jan 2024 - Present

- **Platform Strategy:** Reduced application TAT by **33%** (from 45 to 30 minutes) and enabled **Rs. 20 Cr in upsell campaigns** across **700+ users and 8,500+ leads** by building an integrated lead management platform that connected a bank-side LMS, a need assessment tool via SSO, and a payment and issuance tracker into a single end-to-end workflow, replacing entirely manual Excel-based operations.
- **Conversion Optimization:** Improved lead-to-customer conversion by **25%** by redesigning the need assessment journey end-to-end, removing redundant fields, restructuring workflows for clarity, and revamping the output recommendation PDF.
- **Growth Experimentation:** Reduced website buying journey drop-off by **10%** and improved conversion by **23%** by analysing user behaviour through heatmaps, journey patterns, and segmentation, then running targeted A/B experiments on identified friction points.
- **Program Management:** Maintained consistent delivery across a portfolio of 5+ concurrent products by owning separate backlogs, vendor relationships, and stakeholder sets for a B2B lead management platform, internal sales LMS, corporate website, dialer infrastructure, and WebEngage engagement layer simultaneously.
- **Process Improvement:** Increased field sales productivity by redesigning the internal sales LMS to reduce unnecessary clicks, introduce contextual follow-up prompts for timely action, and enable self-serve adoption without formal training.
- **Regulatory Compliance:** Ensured zero business disruption during TRAI-mandated number series transitions by coordinating delivery across Airtel and Vodafone PRI gateways, the dialer vendor, and an internal networking team within hard regulatory deadlines.
- **Vendor Management:** Selected Reward Port for the rewards portal and Datacomp for the persistency management system by leading structured vendor evaluations across delivery timelines, product quality, cost trajectory, and tech stack compatibility.
- **Agile Delivery:** Improved cross-functional team velocity by **25%** by implementing structured Agile delivery including sprint planning, backlog grooming, and dependency management across engineering, QA, and vendor teams.
- **Go-to-Market Strategy:** Achieved structured rollout of a corporate channel mobile application by developing and executing a GTM strategy that included adoption plans, user guides, and channel-level training materials.

• HDFC Life*Manager, Product and Digital Initiatives*

Mumbai, India

July 2022 - Jan 2024

- **Product Strategy:** Expanded pre-approved offer coverage and reduced data acquisition costs by integrating HDFC Bank's own customer validation API to replace a third-party bureau (Experian), coordinating with underwriting, product, and data engineering to expand the eligible product catalog, and managing a **Rs. 1 Cr** improvement budget. Recovered otherwise lost conversions by designing a fallback journey that redirected ineligible users into a standard purchase flow with their data pre-filled.
- **Product Development:** Captured **1,200+ qualified leads in 6 months, 20% above target**, by conceptualising and launching an SME-focused sales enablement portal for bank relationship managers that generated customised recommendations with auto-generated PDFs and automatic lead routing to the call centre.
- **Revenue Growth:** Generated **Rs. 0.8 Cr+** in B2B channel revenue in FY22-23 through digital platform optimisation and channel-specific product launches.
- **A/B Testing:** Increased click-through rates by **4.5% within 45 days** by testing two self-serve landing page variants on copy and CTA placement and shipping the winning version.

- **Performance Recognition:** Recognised for cross-functional delivery and stakeholder management with a **4/5 annual performance rating in FY23.**
- **Infosys Limited** Trivandrum, India
System Engineer Nov 2019 - Aug 2020
 - **Systems Engineering:** Maintained data integrity and compliance throughout a large-scale core banking system migration by re-engineering batch processing pipelines and COBOL programs across mainframe platforms.
 - **Cross-functional Collaboration:** Ensured seamless system integration across platforms by collaborating with banking operations and technology teams throughout the migration.

EDUCATION

- **TA Pai Management Institute** Karnataka, India
Post Graduate Diploma in General Management (Marketing & IT) Aug 2020 - April 2022
 - **Activities:** Executive member of Literary Arts and Media committee; Member of national finalist team for AICTE Lilavati Award; Toastmasters L1 certification.
- **Mar Athanasius College of Engineering** Kerala, India
Bachelor of Technology: Mechanical Engineering Graduated April 2019

PORTFOLIO / PROJECTS

- **Rewards & Incentive Calculator** | effortless-fudge-e71aae.netlify.app
 Problem: Corporate banking RMs used manual spreadsheets to calculate incentive earnings, causing delays and errors. Built an enterprise incentive platform prototype where admins configure campaigns and RMs calculate real-time earnings by entering deal details.
- **Persistency Lead Management System** | persistency-lms.vercel.app
 Problem: Persistency teams tracked ENACH status, call-centre inputs, and customer follow-ups across disconnected spreadsheets, causing missed renewals and poor pipeline visibility. Built an end-to-end lead tracking platform integrating all data sources into a unified dashboard.
- **Coach Jithu Fitness (AI-Native Build)** | coach-jithu-fitness.vercel.app
 Problem: Independent fitness studio had no digital infrastructure for bookings or payments. Built full-stack from zero to live using Stitch, Claude, Razorpay, and Resend, demonstrating AI-native rapid prototyping and end-to-end delivery.

CERTIFICATIONS

- SAFe 6.0 Agile POPM Certification
- PM Live Program from PM School
- Python for Data Science, AI Development from IBM (Coursera)

RELEVANT SKILLS

- **Product:** Product Roadmapping, 0-to-1 Product Building, Feature Prioritisation (RICE, MoSCoW), Growth Experimentation, A/B Testing, User Research (Interviews, Usability Testing, Session Replay), GTM Strategy, Adoption Playbooks, Vendor Evaluation and Selection, Agile / Scrum
- **Program Management:** End-to-end Delivery Tracking, Multi-vendor Coordination, Cross-functional Rollouts, Risk and Dependency Resolution, Stakeholder Alignment, Regulatory Compliance Delivery
- **Analytics and Tools:** SQL, Python, Google Analytics, Microsoft Clarity, WebEngage, Amplitude, Mixpanel, Power BI, Figma, JIRA, Confluence, Postman (API contract testing), Excel
- **Domain:** B2B Platform Building, API Integrations, Enterprise Pipeline Systems, Sales Enablement Tools, Self-serve Web Platforms, Regulated Environment Delivery, Multi-vendor Delivery, Payment Systems