

CAREER SUMMARY

Senior Product Manager, 11+ years. Built and scaled B2B and B2C products across EdTech, eCommerce, SaaS and Logistics; launched 0→1 revenue products, scaled paid learning platforms to 135K+ subscribers, improved product discovery, checkout conversion, and used AI-enabled workflows to drive growth, efficiency and self-service.

WORK EXPERIENCE

Senior Product Manager, eCommerce & Growth | *ETS*

Feb 2024 - Present

- Led growth and monetization across discovery, checkout, scheduling and post-purchase journeys, increasing **attach rate by 31%**, **AOV by 16%** and **LTV by 12%**.
- Launched revenue products including bundles, add-ons and scheduling protection, contributing to **~25% improvement in net profitability**.
- Improved search and product discovery, reducing user effort by 40% and increasing **add-to-cart rate by 13.5%**.
- Reduced **customer support dependency from 52% to 23%** by scaling chatbot, help-center and self-service experiences.
- Delivered recommendation engine, checkout and platform improvements across SFCC, scheduling, AI generated content, finance and support systems

Senior Product Manager | *GTET (Narayana Group)*

Jun 2020 - Aug 2023

- Scaled nLearnKids from 0 to 135K+ paid subscribers in the first year through rapid experimentation and engagement-loop design.
- Improved user retention by **~65% YoY** by redesigning learning engagement, content strategy and core product experience in nLearn.
- Launched B2B MVPs that opened new enterprise adoption channels and expanded revenue opportunities generating **over \$1M ARR**.
- Reduced content-production cost and improved speed through AI-enabled content generation and validation workflows.

Product Manager, Developer Experience | *Fusioncharts*

Jul 2019 – May 2020

- Launched onboarding improvements that increased **bottom-of-funnel conversion by 7%**.
- Revamped customer communication and documentation workflows, reducing support friction and **improving CSAT by 46%**.

Associate Product Manager / Full Stack Developer | *Transin Logistics*

Jun 2017 – Jun 2019

- Built a customer-facing shipment tracking module that improved shipment visibility and increased **customer retention by 23%**.
- Created an organization-wide metrics framework to improve visibility into business health, operations and technical efficiency.

Backend Developer | *Stichio*

Jun 2016 – May 2017

- Built the dynamic home page for the Indian Social Media Platform with infinite scrolling, dynamic post rendering, ranking etc.

Automotive Research Engineer | *Tata Motors*

Jun 2015 – May 2016

- Designed Tata Motors Commercial vehicle strategy for **Swachh Bharat Mission**. Automated Fuel Calculation Experiments using **Matlab**.

FEATURED PRODUCT

[Pitchoo - AI Speaking Coach](#) - AI-powered communication coaching product that helps users practice speeches and presentations with feedback on pace, filler words, voice clarity, transcript quality, and delivery.

EDUCATION AND CERTIFICATION

- ISB Product Management Certification | 2023
- B.Tech Mechanical Engineering (with Computer Science courses) | IIT Gandhinagar | 2011-2015

TECHNICAL SKILLS

Product: Growth Strategy · Product Discovery · Roadmapping · Monetization · Platform & B2B/B2C Products

Growth & Analytics: Funnel Analysis · A/B Testing · Conversion Optimization · Retention · SEO · GA4 · Amplitude

Commerce & Platforms: Search & Discovery · PDP/PLP Optimization · Checkout · Recommendations · SFCC(Salesforce) · Integrations

AI & Technical: AI-enabled Workflows · Automation · SQL · Python · React · Node.js · React Native