Ajinkya Kate

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Professional Summary

Product Owner with **3+ years** driving **B2B SaaS** and **logistics-tech** products from vision to launch. Expert in **Agile/Scrum**, **PRD development**, stakeholder management, and cross-functional leadership. **CSPO certified**.

Professional Experience

D·engage – B2B Marketing Automation SaaS — Jan 2025 – Present
Product Owner — *Remote, India*

- Shipped **Shopify Coupon Engine** end-to-end: wrote **15+ user stories**, defined API contracts, delivered secure integration for enterprise e-commerce clients
- Redesigned **Jira workflows** achieving **100% traceability** from support tickets to sprints, reducing engineering rework
- Built **L1/L2/L3 escalation framework** for Shopify/Salesforce plugins with troubleshooting guides, improving resolution
- Led audience preview feature: defined technical contracts between teams, ensured seamless integration

Qport – Logistics-Tech Startup — Aug 2024 – Present
Founding Product Manager (Part-time) — *Remote*

- Launched **Shipment Tracking Platform** from **zero to pilot** with wind energy clients: wrote PRDs, designed UX, shipped **real-time GPS tracking** for heavy-cargo logistics
- Architected shift to **low-cost hardware tracking** with device registry and geofencing, **reducing costs 60%**
- Created product roadmaps and Jira-ready task breakdowns enabling 3-person engineering team execution
- Designed **operations dashboard** with Mapbox, ETA calculations, and analytics KPIs (on-time delivery, driver efficiency)
- Scoped **AI-powered query interface** for conversational shipment data retrieval

D·engage — May 2022 – Dec 2024
Marketing & Technical Support Executive — *Pune / Remote*

- Supported **50+ enterprise customers** on onboarding, campaigns, and reporting; fed product insights to backlog
- Created customer guides and FAQs, reducing onboarding time **30%**; maintained **100+ knowledge base articles**

Denner – Housing Startup — Mar 2024 – Dec 2024
Product & Analytics Contributor (Part-time) — *Pune / Remote*

- Implemented **Mixpanel tracking** on mobile app; built onboarding funnels and recommended UX improvements

Skills

Product & Agile: PRD Writing, User Stories, Product Roadmaps, Backlog Management, Sprint Planning, Scrum, Stakeholder Management, Go-to-Market Strategy

Technical Tools: Jira, Confluence, SQL, Figma, Mixpanel, Metabase, Mapbox, Power BI, Excel

Domain: B2B SaaS, E-commerce (Shopify, Salesforce), Logistics-Tech, Marketing Automation, AI Integration

Education

Savitribai Phule Pune University — 2019-2022
Bachelor of Business Administration – Business Analytics — *Pune, India*

Certifications: CSPO (Scrum Alliance) | Product Management Bootcamp (Growth School)