

AJINKYA KATE

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PROFESSIONAL SUMMARY

Product Owner with 3+ years in B2B SaaS and logistics-tech. Proven track record leading cross-functional teams to deliver Shopify/Salesforce integrations, shipment tracking systems, and AI-powered features. Expert in Agile/Scrum, PRD development, and stakeholder management. CSPO certified.

PROFESSIONAL EXPERIENCE

Product Owner

D·engage (B2B Marketing Automation SaaS)

Jan 2025 – Present
Remote, India

- Delivered Shopify Coupon Engine from vision to staging deployment; defined product goals, created 15+ user stories, and shipped secure API integration supporting high-volume coupon generation for enterprise e-commerce clients
- Redesigned Jira workflows connecting support tickets to development sprints, achieving 100% traceability from customer requests to feature delivery and reducing engineering rework by streamlining acceptance criteria
- Established L1/L2/L3 support escalation framework for Shopify/Salesforce plugins; authored troubleshooting guides and conducted knowledge transfer sessions, improving first-response resolution rates
- Led cross-functional collaboration on audience preview feature, defining technical contracts between back-end/frontend teams and ensuring seamless module integration for core marketing automation workflows
- Managed critical production incidents for international enterprise accounts, coordinating rapid diagnosis and resolution across support and engineering teams

Founding Product Manager (Part-time)

Qport (Logistics-Tech Startup)

Aug 2024 – Present
Remote

- Built Shipment Tracking & Route Management platform from zero to pilot deployment with wind energy clients; wrote comprehensive PRDs, designed UX workflows, and shipped real-time GPS tracking for heavy-cargo logistics
- Architected shift from mobile GPS to low-cost hardware tracking, designing device registry, geofencing logic, and connectivity-loss handling to enable shipment-level tracking independent of drivers/vehicles
- Created 1-month and 2-month product roadmaps prioritizing shipment workflows, route approvals, and live tracking; delivered Jira-ready task breakdowns enabling 3-person engineering team to execute in sprints
- Designed operations dashboard with Mapbox integration, filters, ETA calculations, and checkpoint timelines; defined analytics KPIs (shipments/route, on-time vs delayed, driver efficiency) for BI dashboards
- Scoped AI-powered natural language query interface for operations teams to retrieve shipment data conversationally

Marketing & Technical Support Executive

D·engage

May 2022 – Dec 2024
Pune / Remote

- Supported 50+ customers across onboarding, segmentation, campaigns, and reporting; documented recurring pain points and feature requests, feeding insights into product backlog for prioritization
- Created customer-facing guides, FAQs, and walkthroughs to explain product capabilities for marketing and success teams

Product & Analytics Contributor (Part-time)

Denner (Housing Startup)

Mar 2024 – Dec 2024
Pune / Remote

- Implemented Mixpanel event tracking on mobile app to capture user actions and drop-offs; built onboarding funnels and recommended UX improvements to increase activation and retention

SKILLS

Product Management: Product Roadmaps, PRD Writing, User Stories, Backlog Management, Feature Prioritization, User Journey Mapping, Stakeholder Management, Go-to-Market Strategy, Competitive Analysis

Agile & Methodologies: Scrum, Sprint Planning, Story Estimation, Retrospectives, Definition of Done, Cross-Functional Collaboration

Technical & Tools: Jira, Confluence, Mixpanel, Metabase, Mapbox, Power BI, Figma, SQL, Excel, AI Tools (Chat-GPT, Claude)

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

EDUCATION & CERTIFICATIONS

Bachelor of Business Administration – Business Analytics | Savitribai Phule Pune University, Pune

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