

# ABDUL MAJID KHAN

## SENIOR PRODUCT MANAGER

• D-20, 2<sup>nd</sup> Floor, Nizamuddin West, New Delhi, India • +91 -9899837827 • abdulmajid80@gmail.com

- **Detailed Resume:** <https://bit.ly/DetailedResume-Abdul>
- **LinkedIn:** <https://www.linkedin.com/in/abdulmajidkhan/>
- **Portfolio:** <https://sites.google.com/view/abdulmajidkhan/>

---

## SUMMARY

Senior Product Manager with over a decade of experience in leading end-to-end product development lifecycle across diverse B2B & B2C products. Proficient at developing and executing product strategies, managing stakeholder relationships, and leading cross-functional teams. Proven track record of driving revenue growth and delivering innovative solutions. Worked with major conglomerates including Newscorp, Times Internet, and Hindustan Times, as well as leading startups as a co-founder from 0 to 1.

---

## PROFESSIONAL EXPERIENCE

<b>Senior Product Manager</b> Mosaic Digital (Hindustan Times Group Company)	Dec 2020 – Present New Delhi, India
---	--

Products - VCCEdge (B2B, Fintech, SaaS)- [vccedge.com/index.php](http://vccedge.com/index.php) | VCCircle (B2C, Media)- [www.vccircle.com](http://www.vccircle.com)

- Streamlined subscription processes, leading to a 60% increase in revenue and a 35% reduction in churn rate.
- Introduced a new plan VCCEdge Pro, achieving a remarkable 25% increase in new client acquisitions and 60% upgrade rate among existing clients, propelling revenue growth.
- Implemented cross-product features between VCCEdge and VCCircle, resulting in a 5% increase in common subscribers.
- Successfully launched new products EdgeInsights and SalesEdge, contributing 10% to overall revenue.

<b>Senior Product Manager</b> Mosaic Digital (NewsCorp Group Company)	Oct 2017 – Nov 2020 New Delhi, India
--	---

Products - VCCEdge (B2B, Fintech, SaaS)- [vccedge.com/index.php](http://vccedge.com/index.php) | VCCircle (B2C, Media)- [www.vccircle.com](http://www.vccircle.com)

- Drove a 3X increase in client base and 45% reduction in churn rate through strategic product feature development for VCCEdge.
- Orchestrated cross-functional collaboration across teams, leading to significant improvements in key metrics.
- Launched TechCircle.com and separate mobile apps, contributing to a 30% increase in pageviews and new users.

<b>Product Head</b> Technoxom Pvt Ltd (startup)	Dec 2015 – July 2017 Noida, India
--	--------------------------------------

Product- Infraprix (B2B, Infrastructure)-<http://infraprix.com/> | <https://www.facebook.com/infraprix/>

- Pioneered real-time bidding process for Infraprix.com, driving innovation in B2B construction material buying.
- Led a team of two product managers, overseeing front-end and CMS areas.

**Co-Founder**  
Eat Treat (startup)  
India

Nov 2013–Nov 2015  
New Delhi,

Product - Eattreat (B2C & B2B, Food-Tech)- [www.eattreat.in](http://www.eattreat.in) (initially [www.eattreatonline.com](http://www.eattreatonline.com)) |  
<https://www.facebook.com/EatTreatOnline/> | <https://www.youtube.com/@EatTreat>

- Achieved \$78k in revenue through sponsorships in the startup's first year.
- Managed a diverse team of 15 employees across various functions.
- Raised \$350k from 15 angel investors based on a comprehensive business plan.

**Head - Product & Digital Marketing**  
Integrated Institute of Learning & Management (IILM)

Jul 2009 – Oct 2013  
New Delhi, India

Product – IILM (B2B & B2C, Ed-Tech) - <https://iilm.edu/> | <https://iilm.ac.in/> |  
<https://banyantree.in/delhi/>

- Led website revamp and process improvements, resulting in increased queries, user traffic, and admissions.
- Launched a successful Learning Management System (LMS) based on Moodle.
- Developed and executed digital marketing strategies, driving organic and social media traffic.

**Product Manager**  
Times Internet (Times Group)

May 2007-May 2009  
New Delhi, India

Product – Timesjobs (B2C, Jobsite) - <https://www.timesjobs.com/>

- Condensed the job registration on [www.timesjobs.com](http://www.timesjobs.com) from 4 pages to 1, boosting job seeker registration by 40%.
- Enhanced Job Alerts algorithm, elevating daily job applications from 70k to 160k.
- Pioneered a job search toolbar with RSS, blog, and chat functions, elevating daily user traffic from 2M to 3.5M.

---

## EDUCATION

---

**MBA/PGDBM, Information Technology and Marketing (Dual Specialization)** - Full Time  
New Delhi Institute of Management, New Delhi, India

**Bachelor of Information Technology (BIT)** - Full Time  
Manipal Institute of Technology (MAHE, Manipal University), Karnataka, India

---

## Skills

---

- Product Strategy
- Product Roadmap
- Cross-Functional Team Collaboration
- Stakeholder Management
- Backlog Management and Prioritization
- Agile Methodology and Product Development
- Data and Web Analytics