Rohit Mehra

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Professional Summary

Results-driven Product Manager with 6+ years of experience leading cross-functional teams to build innovative and scalable products in SaaS and AI domains. Expert in product strategy, roadmap execution, and data-informed decision making. Passionate about delivering user-centric solutions that drive growth and engagement.

Core Skills

Product Strategy, Agile & Scrum, A/B Testing, User Research, SQL, Data Analytics, UX/UI Collaboration, Roadmap Planning, OKR Management, Stakeholder Communication, Jira, Figma

Professional Experience

Product Manager — Zoho Corporation | Chennai, India (Jan 2021 – Present)
• Spearheaded the launch of a B2B SaaS analytics platform that scaled to 500K+ users within a year.
• Collaborated with design and engineering teams to enhance onboarding UX, reducing churn by 23%.
• Implemented data-driven KPIs using Mixpanel & SQL, improving decision-making efficiency by 35%.
• Drove roadmap prioritization and sprint planning across 4 agile teams, improving release frequency by 2x.

Associate Product Manager — Freshworks | Bengaluru, India (May 2018 – Dec 2020)
• Assisted in the end-to-end development of CRM automation tools adopted by 30K+ SMB clients.
• Conducted market research and competitive benchmarking for GTM strategy, contributing to 15% YoY revenue growth.
• Collaborated with UI/UX teams to test new feature flows, increasing feature adoption by 40%.
• Managed cross-team communication with marketing and engineering, ensuring alignment with business goals.

Education

Post Graduate Program in Product Management — ISB Hyderabad (2022)
B.Tech in Computer Science — NIT Trichy (2018)

Certifications

• Google Certified Product Manager
• Pragmatic Institute — Product Strategy & Roadmapping
• Coursera — Data-Driven Decision Making (University of Illinois)

Key Achievements

• Recognized as "Top Innovator" at Zoho for AI-led analytics product (2022).
• Increased user engagement by 37% through data-led personalization initiatives.
• Mentored 4 associate PMs through structured training on agile and product lifecycle.