SHANKARNAG PARUCHURI, CSPO

Functional Product Management | MVP | GTM | Product Roadmap |AI | CRM| B2B | B2B2C | B2C | Americas NORAM | LATAM | EMEA | APAC | META | Certified PM (ISB)

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**Executive Summary**

Certified Product Management (Business School Ranked #1 in India & Ranked #6 in Asia ) with 17+ years of experience across product management responsibilities from, including MVP, GTM and Product Road mapping, Cross-Functional Collaboration, Integrated with cutting-edge AI technologies for 35+ countries in the world

**Led 6+ B2B/B2B2C Products from design thinking, ideation,** conception to market success **end-to-end and 100+ Product Feature Developments throughout career, as Strategy Product Manager, Growth Product Manager and so on including:**

* A B2B Healthcare Product that provides patients an end-to-end booking and screening system that increased booking rate by 40%+ through Conversational Gen AI
* A B2B Fintech Product that manages client wealth management, digital loans lending and insurance portfolios for 20+ institutional clients, including top 20 Investment Bank
* A B2B Travel technology product that has successful subscribers of around 500+ Travel agencies (RTA, OTA, BTA) all around the world

EXPERIENCE (Highlighting Noteworthy)

LTI Mindtree (A Larsen & Toubro Group L&T) Jan 2022 – Til Date

Functional Product Manager // Functional Associate Architect

Led 3 B2B/B2B2C Products end-to-end throughout role at a top 5 IT Consulting company across 3 clients, including a B2B Healthcare Product, a B2B2C Supply Chain Return Product and a Internal B2E Financial Product.

Achievement:

* End to End excellent stakeholders experience in the hospital ecosystem
  + Clinical Partners- 60% Streamlined Referrals & Information Exchange, 80% reduced wait time due to scheduled appointments, 34% increased patient care
  + Equipment Manufacturers (40% Improved supply chain efficiency)
  + Medicinal Partners (27% Improved supply chain efficiency )
  + Extensively Elevated Experience and Key KPIs of Providers, Healthcare IT Providers, Academic & Research Institutions, Patients & Care givers, Employees
* Returns Portal product – Logistics, Communications, Manufacturing, Media, Medical Devices
  + 40% Increase in Asset Recovery Rate that are reused, recycled, or disposed of properly within 3 months
  + 30% Decrease in the average time from return initiation to completion within 4 months
  + CSAT increased by 4 points
* FIOSS- Financial Investment One Stop Solution Product to Diversify Investment portfolio for Debt Financing Options: Bonds- Fixed Income securities, convertible bonds, zero-coupon bonds, sovereign bonds vary in terms of risk and tax treatments across various jurisdiction, regulatory compliance bodies, loans, syndicated loans that are common in larger cross-border transactions, commercial paper, leases. Equity financing options-IPOs Initial public offerings, Private placements, Venture Capitals, Angel Investing, Over-the-Counter OTC options, Debentures, Hedge Funds, Mutual Funds, Private Equity Funds options available for live up to date forecasts integrated with external sources with UVP-Unique Value Proposition to every new individual investor (not limited to newbie in finance ). Currently in pilot phase with internal employees have the option to estimate risk returns, easy to schedule consultation feature with internal financial experts
* EEE- Entrepreneurs Explore Expansion in business through Merger & Acquisition Advisory, Debt Financing, Equity Financing, Risk Management Advisory, Asset Management with Educational Interactive tools including scenarios with videos and son on

Responsibilities:

* Developed the MVP for all products using an agile development process and collaborating cross-functionally with teams as large 30+ across Engineers, Integration Teams….
* Managed the Product Roadmap of the B2B Healthcare Product by quarterly timeline and focusing on hospital partnerships and iterating milestones based on feedback.
* Robust GTM strategies initiated & executed based on the product
* Led Voice of Customer initiatives through surveys, interviews, and focus groups to deeply understand healthcare professionals' and patients' needs for Healthcare product
* Robust collaboration with cross functional teams and effectively managed user stories backlog, user stories prioritization

Preludesys Oct 2010 – Dec 2021

Product Lead

Led 3 B2B/B2B2C Products end-to-end throughout role at a top 5 IT Consulting company across 3 clients, including a B2B Healthcare Product, a B2B2C Supply Chain Return Product and a B2B Financial Product.

Achievement:

* For CPQ-CLM: Revenue increased by 30%, Sales cycle time (Reduced from an avg of 45 days to 15 days), Quote generation time (Reduced from average of an 3 hours to 15 Minutes), Multi Level Approval time reduced to just minutes instead of waiting for days, Signature process that includes various changes in the agreement reduced drastically
* Travel Agencies B2B App: Lead to high increasing long-term subscriptions due to latest features release: 20% increase in user engagement measured by app sessions and interaction with personalized recommendations and virtual reality previews. 15% increase in sales from ‘Deal of the Day’ offers. 15% growth in loyalty program participation due to gamification elements. 25% improvement in conversion rates through intelligent recommendation engines and flexible date search functionalities. 30% increase in repeat bookings facilitated by one-click rebooking features.
* Wealth Management: Increased subscriptions for the product due to effective portfolio management integrated with share market and other markets to visualize the live updates

Responsibilities:

* Developed the MVP for all products using an agile development process and collaborating cross-functionally with teams as large 40+ across Engineers, Integration Teams with MDM, Power BI, Replicant, Five9, Vonage SMS, Breeze, Zenkraft-Bringg, Salesforce DSI-Digital Service Insights, Tableau, Marketing, Sales, Customer Service Support team
* Managed the Product Roadmap of the B2B Healthcare Product by quarterly timeline and focusing on hospital partnerships and iterating milestones based on feedback.
* Leveraged content marketing, case studies, whitepapers, direct sales, partnership channels, free trials or freemium models , digital marketing and so on
* Comprehend VOC through Surveys and Questionnaires, Interviews, Focus Groups, Social media listening, Customer Support Interactions, User Testing and Usability Studies, Net Promoter Score (NPS) Surveys, Online Reviews and Feedback, Co-creation workshops, Analytics and Behavioral Data and so on
* Effectively collaborated with cross functional teams and crafted KPIs according to business objectives at the inception, development, launch, growth, maturity

Apex Technology Group Inc May 2017 – Oct 2010

Recruitment Head Hyderabad

* Placed 300+ Employees across many companies in U.S. Market

**EDUCATION:**

* Certified **Product Management from ISB** (Indian School of Business)
* **M.B.A.** (HRM, Marketing) in **DCMS**, **Andhra University Campus**, Visakhaptnam (2006)
* Passed out in first division from SSC to M.B.A

**SKILLS**

Tools and Technologies: Mural, Miro – Brainstorming, Ideation, Balsimiq-Low Fidelity Wireframe, Figma-High fidelity wireframe, Asana, Jira, Azure Devops- Project Management tool, Tableau, Salesforce, Docsuign