Tanu Mittal Senior Product Manager | Digital & IoT Experiences | B2B & B2C

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Summary

Over 20 years in software, including 10 years in product management for mobile, web, and IoT platforms across consumer, home appliance, and fintech domains. Proven track record in end-to-end product lifecycle, data-driven strategy, and cross-functional leadership. Passionate about solving user problems, scaling innovative products, and driving measurable impact with a play-to-win attitude.

Professional Experience

Electrolux AB, Digital Product Manager (Global)
Stockholm, Sweden | June 2019 – Present

- Defined and led **global product strategy** for connected cooking experiences, increasing MAU from ~140K to 250K within one year. This included shifting the organization from a traditional manufacturing focus to a consumer-centric, digital-first approach embedded into appliance development.

- Consolidated **12 global apps into 3 core apps**, improving scalability and reducing maintenance overhead.

- Delivered 20+ digital initiatives across EU, APAC, and NA markets, driving **40% MAU growth** and **25% uplift in retention**.

- Implemented **data-driven personalization**, A/B testing, and funnel analysis to optimize user engagement.

- Championed alignment across Product, Engineering, R&D, IoT connectivity and Marketing teams for cross-market launches.

Kaching AB – Product Manager (B2B mPOS iOS & Web)
Stockholm, Sweden | Dec 2018 – May 2019

- Defined product vision and roadmap for B2B POS, enabling payments, inventory, and financial management.

- Led cross-functional team to execute MVP and GTM strategy, improving sales adoption and user satisfaction.

Progressiveiq AB – Product Owner (Eday Care Platform, B2B/B2C)
Stockholm, Sweden | Jan 2016 – Dec 2018

- Delivered a real-time management system connecting teachers and guardians; secured pilot with leading kindergarten.

- Led product from **ideation to launch**, including roadmap, backlog, technical requirements, and stakeholder alignment.

True Software Scandinavia AB – Product Owner / Test Lead (Truecaller iOS/Web)
Stockholm, Sweden | July 2013 – Dec 2017

- Boosted engagement by **28%** and MAU by **10%**, contributing to growth from 10M to 200M MAU globally.

- Prioritized backlog, conducted user research, and drove cross-functional alignment across Engineering, QA, Sales, and Marketing.

Earlier Career Experience – Telecom & Embedded Systems
Led end-to-end QA, compliance, and test automation for 3GPP/CDMA networks and early Snapdragon chipsets, gaining expertise in protocol testing, product certification, and embedded systems—laying the foundation for a transition into product leadership.
Test Lead – **Alcatel Lucent**, India (Apr 2008 – Dec 2009)
Sr. Software Engineer – **Qualcomm India pvt ltd**, India (Feb 2006 – Nov 2007)
Software Engineer – **Reliance Communications ltd**, India (Oct 2004 – Jan 2006)

Competency skills

Product Strategy

Product Vision & Roadmapping | Product Discovery & Prioritization | OKRs | Go-to-Market Strategy | Business Case Development

Analytics & Tech

Data-Informed Decisions | KPIs/Metrics | Funnel & Behavioral Analysis | IoT Integration | Cloud/Backend Collaboration

Leadership

Cross-Functional Team Leadership | Mentoring & Coaching | Stakeholder Management | Psychological Safety & Inclusion | Team Autonomy

Delivery & Execution

Agile / SAFe | End-to-End Product Lifecycle | Experimentation & A/B Testing | User Acquisition, Retention & Growth Loops | Launch Management

Education & Certifications

B. Tech Electronics & Telecom, Dr. A.P.J. Abdul Kalam Technical University, India   (2000–2004)

Distance learning courses from Master programme, Blekinge Institute of Technology, Sweden   2021

     IY1443 **Strategy and business models in technology intensive businesses**

     IY1442 **Product Management**

Certified Scrum Product Owner (**CSPO**), Scrum Alliance   2017

Certified Scrum Master (**CSM**), Scrum Alliance   2015

Leadership & Impact Highlights

- Recognized for fearless ownership, strong situational awareness, and ability to influence across functions and external partners.
- Praised for data-informed decision making, pragmatism under constraints, and creating clarity in ambiguous problem spaces.
- Continuously seeks feedback, balances craft with speed, and embraces experimentation to minimize risk and maximize learning.