

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

Stockholm, Sweden [LinkedIn](#) | [Portfolio](#)

## Summary

Over 10 years in product management for mobile native apps, 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

- Owned global product strategy, roadmap, and OKRs for connected home and cooking platforms across mobile apps, cloud services, IoT connectivity, and integrations.
- Led consolidation of 12 regional native applications into 3 scalable core platforms, improving architecture consistency, API reuse, and operational efficiency.
- Drove end-to-end delivery of 20+ global initiatives across EU, APAC, and North America in close collaboration with Engineering, UX, IoT, Data, and Marketing.
- Scaled Monthly Active Users from ~140K to 250K within one year and delivered 40% MAU growth with 25% improvement in retention through data-driven prioritization and experimentation.
- Partnered with engineering leadership on platform architecture, data flows, and integration design to ensure scalability, reliability, and extensibility.
- Applied A/B testing, funnel analysis, and behavioral analytics to inform investment decisions and optimize customer and business outcomes.
- Mentored Product Managers and Product Owners while serving as the primary escalation point for complex cross-functional and cross-market challenges

### Kaching AB – Product Manager (B2B SaaS 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, native app, B2B SaaS/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.

## **Zaark (Plingm VOIP app)- Test lead**

Stockholm, Sweden | Sep 2012- July 2013

Set up the QA teams and led QA and spec management of VOIP app on both Android and iOS platforms.

## **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

### **Tools and platforms**

Jira, Trello, Confluence, Notion, Google Docs, Amplitude, Mixpanel, Google Analytics, Firebase Analytics, Funnels, A/B Testing, Looker, Power BI, Figma, Adobe XD, InVision, Miro, Zeplin, Lucidchart, Git/GitHub/GitLab, SQL, Datadog, Postman, Swagger, REST APIs, Feature Flags, UserTesting, Dovetail, SKAN, ATT etc.

## **Education & Certifications**

**B. Tech Electronics & Telecom**, Dr. A.P.J. Abdul Kalam Technical University, India

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.