

MUKUL KAUSHIK

Associate PM – Haber | XLRI, Jamshedpur/ Thapar University | Product Fellow – Product Space

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WORK EXPERIENCE & INTERSHIPS

Associate Product Manager, Haber | June 2024 – Current

Key Responsibility: End to End ownership of B2B SaaS ERP & development of a new AI based optimization product

- Improved product-market fit by revamping roadmap through plant visits, customer interviews, & analysis of 6 competitors
- Achieved 40% adoption within 1 month of launching Warehouse Management module boosting monetization value by 33%
- Launched GST-compliant invoice & tax modules, flexible for international standards securing the 1st international client
- Created PRDs and designed wireframes in Figma, while streamlining sprint planning to improve lead time by 20%

Summer Intern – Product & Marketing, MARS | APR 2023 – JUNE 2023

- Boosted engagement for 200K+ Pedigree app users by leveraging data from WeR4Pet app to create personalized experiences
- Achieved 30% reduction in induction time by collaborating with external agency to revamp onboarding app.
- Led self-designed research, revealed 7 consumer trends via 30+ interviews, 100 responses & hypothesis tests.

Program Manager, Jovaki | SEPT 2020 – MAY 2022

- Led a 10-person team to launch and grow the brand Tribalveda, reaching INR 50 Lakhs in first-year revenue.
- Closely collaborated with CEO, customers, marketing team and developers to build & launch 3 new products.
- Secured grant of ₹ 45 lakhs through DBS Foundation SG; acted as sole representative throughout the process.

Associate Manager – Tech and SDE-Intern, OYO Rooms | JAN 2020 – SEPT 2020

- Increased revenue by ₹ 6 crores/year by designing & developing services for no-show & cancellation invoices
- Collaborated with Tech, UX and Legal teams along Government officials to develop a new E-invoicing service.
- Collaborated with product manager to prioritize 10+ new features, updated product roadmap & set new KPIs.
- Achieved 25% reduction in customer ticket resolution time by developing a new centralized resolution service.
- Enhanced user experience by achieving 50% reduction in P99 latencies by developing a new taxation platform.

LIVE PROJECTS

Brand Manager, Ariel P&G | OCT 2023 – JAN 2024

- Revamped GTM strategy for Ariel Pods. Proposed a strategy to 2x the sales in 1 year with a \$0.5 Mn budget.

Research Analyst, Amazon | NOV 2023 – DEC 2023

- Designed AI-based multi-sided fraud detection solutions for Zero-Defect goal.

EDUCATION & CORPORATE COMPETITIONS

Bachelor's in Computer Engineering, Thapar University | 2016 – 2020 | CGPA – 8.54/10

- Bagged PPI by Scoring 1st rank among 1500 participants in a data analysis competition by Amex.

Post Graduate Diploma in Business Management, XLRI Jamshedpur | 2022 – 2024 | CGPA – 6.31/8

- National Finalist in case competition by ReNew. Awarded PPI & INR 50K cash prize.

CERTIFICATIONS

- **Becoming a Product Manager: Complete Guide, LinkedIn**
- **Agile Project Management, Google (Coursera)**

Skills & Tools

- Jira
- SQL
- Figma
- Tableau
- Python
- Amplitude