

NIHAL FATHIMA

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📁 EXPERIENCE

Product Manager, Postman (Unicorn) (Role eliminated due to reorg)

San Francisco

Oct 2021 – Feb 2023

- Led a team of 8 (Design, Eng, Data, Writers) through a growth roadmap to launch **35/year** high impact Initiatives and A/B tests to **25Mn+ Users**.
- Launched research, features and an experiment around recommendations for Team joins est to drive expansion by **~\$2Mn ARR** and formulated strategy targeting opportunity of **\$19Mn ARR**.
- Redesigned part of the global checkout experiences driving **+10% lift in** conversion and **~ \$600K ARR..**
- Globally scaled premium trial and led iterative optimizations resulting in **5% lift** in Trial starts worth **~ \$300K ARR, 10% lift** in 4+ member teams, decrease in support tickets and turn-around time in bug resolution
- Managed up leadership and across with multiple stakeholders to drive influence in analytics, product decisions and operational process helping accelerate experiment velocity/delivery by **3x**.
- Leveraged quantitative and qualitative data and spearheaded user research, competitive analysis and usability testing to improve customer experiences and drive product strategy and roadmap

Product Manager, Sauce Labs

San Francisco

Oct 2020 – Oct 2021

Led a team of 7 (Design, Eng, PMM, Writer) across a growth roadmap for Self-serve and Enterprise motions.

- In the first 60 days, Optimized payment failure funnel via in-app messaging recovering **35% of monthly churned** + toggled users.
- Collaborated with multiple stakeholders to launch Social Login, New sign up and verification flows which iteratively increased **acquisition by 46%**
- Reduced the Time to value for New users from 12 to 5 steps and launched personalized onboarding which increased **leading activation metrics by 30%**
- Collaborated with Sister team to launch “**2 step ordering**” frictionless purchase flow.
- Helped drive strategic transition from MQL to PQL motion by collaborating with PMM, Sales and BDRs to build reporting dashboard, design Nudges, Emails and research Product Qualified Lead Signals,
- Scaled experimentation tools and Implemented sound AB experimentation practice at the company

Product Growth, At Home Doc

Qatar

May 2018 – Oct 2020

- Improved Acquisition to Revenue **(+12%) Y-O-Y**, growth rate **M-O-M(+25%)** and decreased CAC by **80%** by collaborating with cross-functional teams (Product Design, Engineers, Medical team) via Experimentation
- Launched revamped web-app increasing activation by **+50%**
- Drove Mobile app launch and product vision for **~ 22K** users by collaborating with Product Manager in product conception, gathering requirements, feature prioritization and product development.
- Raised **\$1.5Mn** in funding alongside CEO and positioned for **\$20Mn funding** for series A

UX and UI Developer, Oola Sports (Contract)

Qatar

April 2017 – May 2018

- Revamped product experiences, reducing load speed by 80% thereby, improving stickiness **+50%**

📁 EDUCATION

Carnegie Mellon University, B.S Information Systems

Pittsburgh

University Honors | College honors | HBKU Merit Recipient

Reforge Certifications

Growth Series 2021 | Monetization and Pricing 2022 | Experimentation and Testing 2021