

# YOGESH KUMAR PATI

## Product Manager

### PROFESSIONAL EXPERIENCE

Business Head

Feb '22 - Jun '24

Learn Smart Services

Hyderabad, IN

- Managed a cross-functional team and established key partnerships.
- Developed an educational consultancy platform for student admissions.
- Took franchises of upGrad and then tied up with other institutes for various programs.
- Conducted market research and implemented strategic growth plans.
- Used various tools for data analysis, lead management, and optimising sales performance.
- Managed BTL marketing campaigns and gathered requirements for product development.

Business Development Manager

Mar '18 - Oct '21

BYJU'S (Think & Learn Pvt. Ltd.)

Pune, IN

- Developed Raipur market and managed growth roadmaps.
- Responsible for Maharashtra and Chhattisgarh business.
- Managed a team of 45-60 BDTs and 20-25 BDAs.
- Analyzed sales data to drive revenue growth.
- Led marketing initiatives and gathered requirements for product improvements.
- Employed multiple platforms for analytics, lead tracking, and enhancing performance.

### EDUCATION

Executive PG Program in Data Science  
(Specialization: Business Analytics)

Nov '22 - Apr '24

IIIT Bangalore

Bengaluru, IN

Post Graduate Diploma in Management (Marketing)

Apr '16 - Apr '18

Kirloskar Institute of Advanced Management Studies

Pune, IN

Bachelor of Business Administration

May '12 - May '15

Universal Academy (Bharathiar University)

Visakhapatnam, IN

### KEY PROJECTS

**CRM Product Development:** Developed and launched a CRM product for client tracking and engagement

**Stock Analysis & Portfolio Management:** Conducted risk-return assessment and predictive modelling.

**Customer Segmentation:** Built models for customer segmentation and churn prediction.

### Certifications

Jul '24

FutureVersity School

Master Product Management

Jul '24

Udemy

Agile Scrum Master Certification


Nov '17

Google Analytics Academy


Google Analytics

### CONTACT

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 YOGESH KUMAR PATI

 PatiYogesh

### PROFESSIONAL SUMMARY

Dynamic professional with nearly 6 years in business development, analytics, and product management. Expertise in team leadership, strategic planning, and product lifecycle execution. Executive PG in Data Science from IIIT-Bangalore with a focus on Business Analytics. Adept at leveraging data insights, generative AI tools like ChatGPT, and market trends to drive innovation and strategic growth. Seeking a Product Manager role to deliver transformative results.

### KEY SKILLS

**Leadership:** Team Leadership, Training, Strategic Planning

**Product Management:** Market Research, Product Development, Go-to-Market Strategy

**Business Analysis:** Requirement Gathering, Process Improvement, Stakeholder Management

**Data Analysis:** Excel, Python, SQL, Data Visualisation

**Technical Skills:** ChatGPT, Open AI, Tableau, Power BI, Trello, Slack, CRM Applications

**Problem Solving:** Identifying issues and developing effective solutions

### Hobbies & Interest

- Stock market trading
- Astrology and spirituality
- strategic games (chess, cards)
- Sports (table tennis, cricket, football)
- Gymming
- VR games