

# PRATEEK SHETTY

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## PROFESSIONAL EXPERIENCE

### BOSCH HOME COMFORT

#### Product Manager

Watertown, MA

Apr 2024 - Dec 2024

- Conducted **user research** with 40+ customers, created **journey maps**, and performed **market analysis** to identify critical **pain points**—boosted **user engagement** by 20%
- Defined **user stories** and detailed **PRDs**; led **cross-functional teams** across **engineering, R&D, sales, and marketing** to build scalable, **user-centric product** solutions
- Developed and executed **digital and hardware product roadmaps** using **data-driven prioritization**, accelerating **time-to-market**
- Built **competitor benchmarking dashboards** (12 competitors, 15 KPIs), enabling data-backed **GTM** and **product positioning** strategies
- Led **HVAC smart product development** (\$1.5M revenue potential), owning **feature roadmap, UX flow, and stakeholder alignment**.
- Analyzed product development metrics using custom dashboards, **identifying bottlenecks & reducing development cycle time** 15%

### DELL TECHNOLOGIES

#### Account Manager

Bengaluru, IN

Jan 2022 - Aug 2023

- Developed and **implemented data-driven sales strategies**, leading to a 10% YoY revenue increase
- Owned **end-to-end product lifecycle management, streamlining go-to-market strategies** and improving customer acquisition
- Created **customer segmentation strategy** for SMB clients, identifying key opportunities that **increased conversion rates** by 15%
- Collaborated with product teams to influence roadmap decisions based on **customer feedback and market needs**

### SKILL LYNC

#### Senior Product Strategist

Hyderabad, IN

Feb 2021- Jan 2022

- Translated user feedback into **product requirements** partnering with engineering to implement features that increased retention 18%
- Analyzed user journey data, collaborating with UX to implement improvements that **raised product conversion** rates 25%

### BYJU'S - The learning App

#### Product Specialist

Bengaluru, IN

Jan 2020 - Jan 2021

- Executed **A/B testing strategy** for digital user experience, **refining features & improving customer satisfaction (CSAT)** from 6.5 to 8.0
- Led cross-functional initiatives to **streamline Agile product development**, reducing **time-to-market** by 10%
- Identified conversion bottlenecks through funnel analysis, **implementing UX improvements** that increased conversion rates by 15%
- Collaborated with engineering to **prioritize feature development** based on user engagement, reducing development cycles 12%

## PERSONAL PROJECTS

### SenSights – AI-Powered User Feedback Tool for Product Managers | Independent Project - [Product MVP](#)

Apr 2025

- Ideated and built a PM tool to solve feedback synthesis inefficiencies using OpenAI's GPT 4o API, reducing manual analysis by 70%
- Engineered LLM prompts for sentiment, clustering, and feature extraction, validated via PM user testing (n=15+)
- Defined modular roadmap and RICE-prioritized LLM features, enabling scalable integrations (Notion, Jira, CSV)

### Digital Health & AI Product Strategy for Uber Drivers | Hackathon Winner - [Final PRD](#)

Nov 2023

- Designed an AI-powered wellness platform, leveraging user insights to improve driver stress management
- Conducted extensive user research to define problem statements and prioritize features based on data-driven insights
- Developed success metrics & OKR's for adoption, retention, and behavioral impact, ensuring a scalable and impactful product solution

## EDUCATION

### NORTHEASTERN UNIVERSITY

#### Master of Science in Engineering Management

Boston, MA

GPA: 3.8

*Relevant coursework: Digital Product Design & Management, Engineering Project Management, Customer-driven Technology*

### M. S. RAMAIAH INSTITUTE OF TECHNOLOGY

#### Bachelor of Engineering in Mechanical Engineering

Bengaluru, IN

## SKILLS

**Product Management:** Feature prioritization, roadmap development, A/B testing, product requirements, cross-functional collaboration, user research, market analysis, international product adaptation, Key Performance Indicators, competitor analysis, GTM Strategy, Agile

**Technical:** Python, SQL, Power BI, Tableau, Figma, MS Office Suite, Excel (Pivot Tables, VBA), JIRA, Salesforce

**Analytics:** Funnel analysis, conversion optimization, statistical analysis, user behavior tracking, data visualization

**CERTIFICATIONS:** Atlassian Agile Project Management - April 2025 || Aha! Professional Product Management - May 2025

## LEADERSHIP AND COMMUNITY

### Associate VP – Northstar, Aspiring Product Managers Club, Northeastern University

Aug 2023 - Dec 2023

- Organized workshops for 100+ members, focusing on product management frameworks, data analytics, & strategy development
- Led a team of aspiring product managers, enhancing skill development through hands-on training & real-world case studies