Prateek Shetty

prateeknshetty@gmail.com | LinkedIn | GitHub | Portfolio | (857) 891-2464 | Boston, MA

EDUCATION

NORTHEASTERN UNIVERSITY   Boston, MA
Master of Science in **Engineering Management**   GPA: 3.8
   Relevant coursework: Digital Product Design & Management, Engineering Project Management, Customer-driven Innovation

M. S. RAMAIAH INSTITUTE OF TECHNOLOGY   Bengaluru, IN
Bachelor of Engineering in **Mechanical Engineering**

PROFESSIONAL EXPERIENCE

BOSCH HOME COMFORT   Watertown, MA
Product Manager   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** by 15%

DELL TECHNOLOGIES   Bengaluru, IN
Account Manager   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   Hyderabad, IN
Senior Product Strategist   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   Bengaluru, IN
Product Specialist   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 teams 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 and OKR's for adoption, retention, and behavioral impact, ensuring a scalable and impactful product solution

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