

# Pronoy Chaudhuri

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## Work Experience

### Product Manager @ Purolator

Remote | Jan 2021 - Aug 2021

- Leading a **20-member** cross-organizational team to deliver a shipment analytics tool for **300+** companies in an **8-month** timeframe
- Identified opportunity and creating strategy to integrate core systems across **3** products, which will save **\$8M/year** in support costs
- Secured buy-in to centralize user sign-up processes across **9** shipping products by analyzing **6** direct competitor flows and user data
- Prioritized product dashboard release to highlight **pain points**; led to **2** new features in roadmap expected to grow satisfaction by **10%**

### Product Manager @ LCBO

Remote | Sept 2020 - Dec 2020

- Defined **strategy** and **roadmap** for B2B product and secured scope alignment with **5+** cross-functional teams, getting **build approval**
- Improved **user flows** for business process tool by reviewing the behaviours of **30+** users, reducing average session time by **14%**
- Constructed **process mappings** and **system designs** to improve communication with a vendor, preventing a **3-week** delay to launch
- Validated assumptions inventively for B2C product idea by sending **targeted surveys** on Reddit, gaining **150+** responses in **1 hour**

### Product Manager @ Bidvine

Remote | Apr 2020 - Aug 2020

- Reduced churn by **14%** and grew DAU by **6%** on mobile apps in **3 months** by prioritizing changes to suboptimal, high-use features
- Analyzed customer trends using **SQL** to define and ship a tiered pricing model for new users, growing first-week sales by **7%** in Q2
- Interviewed **15+** users and reviewed mobile app analytics to refresh push notifications, increasing CTR by **10%** and DAU/MAU by **4%**
- Created and executed a **roadmap** to refactor event tracking, reducing the events needed by **20%** while increasing coverage by **35%**

### Product Manager @ LCBO

Kitchener | Sept 2019 - Dec 2019

- Proposed, validated, and shipped a product recommendation kiosk app in **2 months**, leading a team of 2 developers and a designer
- Devised extensive **go-to-market** strategies for internal-use apps, commercializing software and securing a **multibillion-dollar client**
- Architected an **ETL service** to improve data assortment, importing **1,500+** entries in **2 days** from an internal legacy platform
- Launched **2 products** in pilot stores, determining feature changes by applying a **conjoint analysis** on feedback from **40+** users

### Technology Consultant @ Deloitte

Toronto | Jan 2019 - Apr 2019

- Proposed and built a **Dialogflow chatbot** that lets brokers and clients collaborate on insurance filings, saving **7%** in costs per claim
- Conducted **10+** user interviews with **5** A/B test variants to design a proprietary intake form that secured **2 multibillion-dollar clients**
- Developed a **product requirements document** for a business intelligence API, gathering data sources for prototyping in **24 hours**
- Pitched a solution for a **multimillion-dollar** problem to senior partners, receiving build approval by presenting **personas** and **journeys**

### Full Stack Developer @ Wawanesa Insurance

Kitchener | May 2018 - Aug 2018

- Lowered flight delay insurance payout times from **10 days** to **< 2 seconds** by proposing and implementing a **blockchain** solution
- Introduced **Agile** to teammates by directing **bi-weekly sprints** and **daily stand-ups**, reducing initial project timelines by up to **15%**

## Projects

### Freelance Writer @ Medium

Remote | Nov 2019 - Present

- Writing multiple articles on product management, strategy, startups, and blockchain technology, receiving **4,000+** views monthly

### Head of Innovation @ Billion Moonshots

Waterloo | Jun 2020 - Apr 2021

- Created an accelerator program for product managers to solve global problems such as world hunger, unemployment, and inequality

## Skills

**Product:** Data Analysis, A/B Testing, User Research, Product Strategy, Agile Project Delivery, Process Mapping, System Design

**Services and Tools:** AWS, GCP, Azure, Figma, Zeplin, Amplitude, Google Analytics, Google Tag Manager, Firebase, Jira, Asana, Aha

**Languages:** JavaScript/TypeScript, C/C++, Python, SQL, R, Bash

## Education

### Bachelor of Computing and Financial Management @ University of Waterloo

Waterloo | Sept 2017 - Apr 2022