

RAJENDRA KAWALE (Raj)

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CAREER SUMMARY

- **Product Manager with a four-year** trajectory of initiating and scaling innovative tech solutions, including e-commerce, agri-tech, fashion, supply chain, and retail with a **self-started venture generating 60K INR monthly**.
- **Strategic leader in B2B/B2C product lifecycles**, with a portfolio of **20+ diverse products** driven by market analytics and user engagement.
- **Dynamic problem-solver** with a **data-savvy approach**, fostering **collaborative growth** and **effective communication** within competitive tech landscapes.

“Raj is a passionate and resourceful product manager. During his time at PM School, I observed his exceptional problem-solving abilities and courage to challenge conventional wisdom. He's open to feedback and constantly strives for self-improvement. I believe Raj has the potential to excel in any product management role and would be a valuable addition to any team”- **Nikunj Sharma, Founder at PM School | Former Swiggy, Games24x7 Senior Product Manager**

AREA OF EXPERTISE

Product Management | Data Analysis | Agile Methodologies | Analytical Skills | User Experience (UX) | Product Execution | Go-Getter | Analytics | Leadership | SQL | Communication | Teamwork | Prioritisation| Problem-Solving | Product Development| Business Analysis | Cross-functional Team Leadership | Market Research| Scrum | Product Marketing | Software Development Life Cycle (SDLC) | Product Launch | Go to Market Strategy

PROFESSIONAL EXPERIENCE

Purple Style Labs, Mumbai, Maharashtra **June 2022 - Nov 2023**
Associate Product Manager

- As the product manager for the PSL platform led and designed end-to-end buyer experience and improved the user funnel from discovery to post-purchase.
- **Designed and developed** a geolocation-based web design, after conducting a thorough user and business analysis, that **increased product discovery** by 100% and **user acquisition (Add to Cart)** by 10% using Akamai technologies and Algolia AI search.
 - **Researched and analyzed** international market **spending patterns** and **trends** and **implemented** location-based discounts to customers. Worked closely with the sales and marketing team to execute this strategy, which increased monthly **profit from discounts** by 40%. Performed data extraction, transformation, and loading from various sources using SQL queries. This gave us a competitive business market positioning.
 - **Launch over 20+ B2B new products** by gathering requirements from account managers and clients, and later developing consolidated Node.js APIs from multiple repositories to individual repositories, resulting in a **significant reduction of development time** from days to hours.
 - **Proactive led** a cross-functional **tech team of 11 members**, comprising 3 backend developers, 4 frontend developers, 2 QA engineers, and 2 hybrid app developers, in successfully delivering and launching multiple projects.

The Luxury Closet, Dubai, UAE (Remote) **Nov 2021 - May 2022**
Product management Intern

- As a product manager for WMS and PO systems, executed a product roadmap that improved operational efficiency (TAT) and user workflows within the organization.
- **Streamlined process flows** with collaboration and Communication with engineering, QA, and senior business management teams to use product requirements document (PRD) and JIRA tickets for internal products and increased **operational efficiency (TAT)** by 20%.
 - **Refined** the Bad Data (using SQL Queries)and reports download feature resulting in a **20% reduction in operation time** and a data transformation.
 - **Conducted product research** and competitive analysis with senior PM and devised a custom duty solution that leveraged DHL API to optimize the import tax workflow, resulting in **monthly cost savings** of over USD 2500.

Madhav Farm, Kopargaon, Maharashtra **June 2019 - Seb 2021**
Founder and Product Head

- Founded and driving Madhav Farm is an online marketplace platform enabling farmers to sell products and services directly to buyers in Kopargoan and Shirdi.
- **Design a product** by conducting 200+ client interviews to identify market gaps and competitive edges for the Madhav Farm platform, increasing **revenue** from INR 52 per day to **60,000+ INR monthly**.
 - **Pitch entrepreneurial vision** idea to multiple investors and secure **1.5 Lac INR funding and incubation** from the Sanjvani Group of Institutes.
 - **Build an 8-person team** and execute leadership from diverse backgrounds for the Madhav Farm, aligning them with its vision and goals.

EDUCATION

Sanjivani College of Engineering, Savitribai Phule Pune University, Kopargaon, India
Bachelor of Engineering(BE) in Mechanical Engineering (June 2016 - Nov 2020)

PROJECTS AND AWARDS

- **Personal Website and Blog (2023 - Present):** Leveraged modern web technologies to **create a personal website** and authored **engaging blog content**, consistently drawing in **50 visitors weekly**.
- **Heal the World - Global Innovation Hub, Founding Member** (2021 - 2022): **Co-founded NGO** dedicated to empowering communities through building and nurturing startups, and smart villages, supporting businesses.
- **Shetty's Swastik Hotel, Tech Consultant** (2020-2021): Enhanced customer satisfaction and operational efficiency by providing **technical consulting and training**. Implemented POS software and a strategic marketing approach, boosting **revenue by over 10%**.
- **E-CELL - IIT Bombay, College Ambassador** (2020): **Inspired** over 200 students to explore and start their innovative projects.
- **Manaa Club, President/Founder** (2019 - 2020): **Created a group focused** on mental health, reaching out to and supporting more than **100 students** with engaging events.
- **Innopreneur Startup Contest by udChalo** (2019): Gained **recognition** for creative **startup ideas** in a **national contest**.

CERTIFICATIONS

Product Management Cohort - PM School | **Everything About Entrepreneurship** - Bada Business | Tech Talk for Non-Developers | **Advanced Product Management: Vision, Strategy, and Metric** - Udemy | **Generative AI for Product Managers** - Linkedin | **Data Science Foundations: Fundamentals** - Linkedin

INTEREST

Reading | Gym | Mindfulness Meditation | Psychology | Writing | Technology | Business | Entrepreneurship | Travelling