

# 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 | Prioritization | 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 Marketplace, I led and designed the 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 for customers. Worked closely with the sales and marketing teams 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 position.
  - **Redesigned** the UI/UX of the desktop, mobile, and hybrid app platforms based on data-driven insight and user research, collected from various sources such as Hotjar, GA4, CRM team, sales team, competitive market analysis, and user interviews. This improved user **engagement by 54%**.
  - **Launch over 20+ B2B new products** by gathering requirements from account managers and clients and developing consolidated Node.js APIs from multiple repositories to individual repositories, significantly reducing **development time** from days to hours.
  - **Proactively 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)** **November 2021 - May 2022**  
**Product Manager 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 documents (PRD) and JIRA tickets for internal products to increase **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 the senior product manager and devised a custom duty solution that leveraged DHL API to optimize the import-export tax workflow, resulting in **monthly cost savings of over USD 2500**.

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

- Founded and driven by Madhav Farm, an online marketplace platform enables 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 lakh INR in 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

- **Bachelor of Engineering in Mechanical Engineering**, Savitribai Phule Pune University, 2016 - 2020
- **Product Management Cohort**, PM School, 2023

## 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 by building and nurturing startups, smart villages, and 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

Tech Talk for Non-Developers | **Advanced Product Management: Vision, Strategy, and Metric** - Udemy | **Foundations of Project Management** - Coursera | **Generative AI for Product Managers** - LinkedIn | **Data Science Foundations: Fundamentals** - LinkedIn

## INTEREST

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