

# TANU MITTAL

## Product & Engineering

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### SUMMARY

- I have over 20 years of software industry experience, dedicating 10 years to product management for mobile platforms and web applications, driving business growth.
- Customer-centric problem solver passionate about Product Strategy, Data-informed decisions, Psychological Safety, and Inclusive Leadership.

### EDUCATION

Bachelor of Technology- Electronics and Telecommunication	
APJ Abdul Kalam technical University	2000 - 2004
IY1443 Strategy and business models in technology intensive businesses	
IY1442 Product Management	
Blekinge Institute of Technology	2021
Certified Product Owner (CSPO) Certified Scrum Master (CSM)	
Scrum Alliance	2015 - 2017

### EXPERIENCE

Digital Product Manager- Global markets	
Electrolux Group	11/2021 - Present  Stockholm, Sweden
Company Description	
• Established global product strategy for cooktops and extractor hoods, leading cross-functional teams, mentoring product owners, and driving product discovery from ideation to launch of IoT-enabled consumer app experiences, achieving MAU growth with improved retention and engagement.	
Product owner lead	
Electrolux Group	02/2021 - 10/2021  Stockholm, Sweden
Company Description	
• Line-managed and mentored product owners, driving roadmap and priorities across multiple appliance categories using Agile/SAFe.	
App Product Manager – BA EU	
Electrolux Group	06/2019 - 01/2021  Stockholm, Sweden
Company Description	
• Defined and prioritized product requirements and roadmap for EU appliance categories, managed distributed teams and backlog, coordinated stakeholders from ideation to launch, and drove continuous iteration using data and user metrics within Agile/SAFe.	
Product manager	
Yabie	12/2018 - 05/2019  Stockholm, Sweden
Company Description	
• Led product vision and roadmap for a B2B POS app, enabling payments, inventory, and finance management with a cross-functional team.	
Project manager/UX coach	
Symbio AB	02/2018 - 08/2018  Stockholm, Sweden
Company Description	
• Managed stakeholders and led multiple B2B/B2C mobile app projects, identifying value opportunities and delivering on time with increased client satisfaction.	

### SKILLS

Product Strategy	Roadmapping	
Product Discovery	Prioritization	OKRs
Market Research		
Business Case Development		
End-to-End Product Lifecycle		
Agile/Lean/SAFe		
Cross-Functional Leadership		
Go-to-Market Execution		
Data-Driven Decisions	Mentoring	
Coaching	Psychological Safety	Inclusion
Stakeholder Management	Collaboration	
Team Autonomy		
Customer-Centric Innovation		
User Acquisition	Retention	Growth Loops
Personalization		
IoT Digital Product Integration		
Mobile/Web Product Delivery		
KPIs/Metrics		
Analytics/Funnel Analysis		
Working with Engineering	Systems Thinking	
Experimentation-Driven	Problem-Solving	
Entrepreneurial Mindset		
Empathy for Users and teams		

## EXPERIENCE

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### Product owner- mobile and Web Apps

[Progressiveiq AB](#)

 2016 - 2018  Stockholm, Sweden

Company Description

- Led end-to-end development of an online management system for teachers and guardians, from concept to pilot launch.

### Product Owner/ Test Lead/Agile coach

[True Software Scandinavia AB](#)

 2013 - 2017  Stockholm, Sweden

Company Description

- Drove end-to-end product development for Truecaller across mobile and web, boosting engagement by 28%, through customer insight gathering, strategic backlog prioritization, agile delivery leadership, and cross-functional collaboration spanning executives, engineering, QA, marketing, and operations.