

SHISHIR PUTTIGE

Senior Product Strategy Manager

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Summary

With over 9 years of experience as a senior product strategy and project management professional, I excel in developing and implementing product projects that drive sales and customer satisfaction. My expertise includes leading training programs, conducting in-depth product-market fit analysis, and proactively addressing customer concerns. I am skilled at evaluating product performance in the market and collaborating with cross-functional teams to identify and prioritize future product requirements.

Experience

Daimler India Commercial Vehicles

Ahmedabad, India

Senior Product Strategy Manager

04/2022 - Present

- Led application based solutions based on market trends & achieved 20 unit sales in a total market size of 100 units
- Increased revenue through customer satisfaction leading to 5% repeat sales to company
- Established product through B2B trials with competition for 43 new customers in 9 months time
- Prepared business proposal sheet using TCO analysis highlighting earning potential over competition in 5 years time
- Undertook 10 product issues resolution with plant team and finalized interim & permanent corrective action
- Analysed new product requirement study and suggested changes to be incorporated to suit special application

Chennai, India

Project Manager - Domestic Projects

12/2020 - 03/2022

- Developed and executed strategic projects for 70 truck variants through business case evaluation, resulting in a 10% increase in profitability
- Successfully executed a high-altitude truck project for the Army, and delivering 115 trucks within a strict timeline of 9 months
- Coordinated the development of new paint for Army trucks in just 1 month, ensuring timely delivery and meeting all required specifications
- Prepared detailed and insightful monthly management reports showcasing project status and making recommendations for further action
- Implemented a new tractor model with a new axle specification, increasing payload capacity by 1 ton and driving additional value to customers

Chennai, India

Project Manager - Export Projects

07/2013 - 11/2020

- Led the successful implementation of facelift features in trucks across 70 markets, generating an additional \$1200 in revenue per truck
- Oversaw the complete lifecycle of Rigid and Construction truck models for the Middle East region, achieving launch within 3 years
- Partnered with vendors to ensure timely delivery of 45 critical unique parts, enabling the successful launch of trucks in Iraq in just 7 months
- Spearheaded the implementation of regulatory changes for bio-diesel products in Indonesia, ensuring compliance with local regulations
- Collaborated in brainstorming sessions to identify & address customer concerns in the Middle East resulting in successful resolution of issues
- Contributed to the successful introduction of new truck models in New Zealand market within a tight deadline of 6 months
- Consistently recognized as a top-performing employee, earning three consecutive best employee awards for delivering projects within budget

Education

BITS Pilani

M Tech: Design Engineering

08/2018 - 03/2021

Manipal Institute of Technology, Manipal

Mechanical Engineering

07/2009 - 05/2013

Skills

MS Project • JIRA • Project Management • Scrum • CATIA • Ansys • Strategic Planning • Market Research • Wordpress

Certification

Professional Scrum Master I — Scrum.org (2022)

Languages

English Proficient ●●●●●

Kannada Native ●●●●●

Telugu Proficient ●●●●●

Hindi Proficient ●●●●●