

RUKUL PRATAP SINGH

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PROFESSIONAL SUMMARY

Product professional with 3 years of experience across Consulting, IT, & Digital Marketing. Skilled in operating at the intersection of technology, strategy & execution; driving digital solutions, & enabling product growth. Strong ability to map user journeys, analyse behavioural data, identify anomalies, and translate insights into actionable recommendations.

ACADEMIC BACKGROUND

Indian Institute of Management, Lucknow (IIM Lucknow)

Post Graduate Programme in Management (MBA)

Jun '23 – Mar '25

Netaji Subhash University of Technology (NSUT, formerly AIACTR)

Bachelors in Technology (Electronics & Communication)

Aug '16 – Sep '20

WORK EXPERIENCE

PwC India

Consultant – Digital Transformation & Strategy

Jun '25 – Present

- Strategized a homegrown end-to-end **GenAI implementation roadmap** detailing scope, identifying high-value use cases, UI/UX wireframes, LLM shortlisting framework, and key risks with mitigation measures to enable structured execution
- Led discovery for a **business-model reinvention initiative**, defining MVP scope, critical assumptions, and phased product roadmap using user and market insights
- Conducted **build-vs-buy assessments** and vendor capability evaluations, drafting product requirements and KPIs to validate platform feasibility and success
- Sized **TAM/SAM/SOM** and analysed pricing models to guide monetisation strategy, platform design decisions, and feature-level ROI

Tata Consultancy Services

System Engineer – Digital Marketing Products

Nov '20 – Jul '23

- Streamlined standalone web-based IVA application development and deployment process on Veeva CRM, cutting TTM by 3x and achieving **100% CSAT** delivery
- Led 10-member team to build an in-house 0 → 1 **Project Management System**, eliminating external vendor dependency & cutting costs
- Facilitated daily standups, backlog grooming sessions, and task delegation during **sprint ceremonies** improving overall team throughput by 20%
- Created a single-source **web portal** for SKUs, active marketing campaigns, and UTM insights, enhancing transparency and improving strategic decision-making across teams
- Deployed **product landing pages** & digital banners, mapped user journeys and funnel drop-offs using SFMC modules to diagnose friction and increasing subscription conversions by 5% across priority cohorts
- Implemented Python and Zurb framework **automation scripts** to generate VAE assets and Marketing emails, cutting manual development effort by ~80%
- Coordinated with 40+ Brand Managers, Vendors and Developer teams as a **SPOC** to code and deploy on scale during Global Product Launches
- Created **standardized code boilerplates** and UI templates across 10 IVA formats, and formalized them into SOPs and knowledge repositories, reducing training effort for new hires

INTERNSHIP

Larsen N Toubro (L&T) SuFin

Sales & Marketing - Category Management

Apr '24 – Jun '24

- Performed market sizing, field research, and financial benchmarking of leading hotel chains to **uncover category gaps** and B2B E-Commerce opportunities for L&T SuFin in the HORECA industry
- Defined and launched Solar & Net Energy Meter categories by engaging 300+ dealers from Waaree and Vikram Solar, capturing early orders and improving category landing page, resulting in **higher CTR** and stronger lead generation

TECHNICAL SKILLS

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|-----------------------|--------------------------|--------------------------|
| ▪ Product Strategy | ▪ Python, SQL, Bash | ▪ User Journey Mapping |
| ▪ KPI & Metric Design | ▪ SFMC, VAE | ▪ Stakeholder Management |
| ▪ A/B Testing | ▪ HTML, CSS, JS, Node JS | ▪ RCA frameworks |

ADDITIONAL INFORMATION

- Obtained **Lean Six Sigma Green Belt** certification after completing a 25-hour practitioner program with Grant Thornton
- National Finalist** in *Pitch Perfect 5.0* (IIM BG) and *ProdWizard 3.0* (MDI Ggn) for product ideation and early-stage solution design
- Gained international exposure in MiM Brand Management in **Excelia Business School**, ranked **30** globally by Financial Times, 2024
- Ranked 1st /11k+** in Python Hackathon for building high-impact, user-centric solutions; received appreciation from the BU Lead
- Fast-tracked to the next two salary bands within 4 months, **outperforming the 24-month organizational average** in TCS
- Received ₹35K merit scholarship & **formal commendation** from MLA Sri Sunil Sharma for securing perfect CGPA in Class X