

SARVESH WALIA

Product Manager with 5+ years of experience across E-Commerce, Fin-tech & Banking

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Bengaluru, India

SUMMARY

A highly collaborative, results-driven, and customer-centric product manager with a track record of driving successful launches, maximizing profitability, and strategic thinking. A fast and eager learner, I am detail-oriented and adapt to changing project requirements quickly to meet business goals. Comfortable with ambiguity, I thrive in a fast-paced environment.

PROFESSIONAL EXPERIENCE

Product Growth & Experience

Flipkart Internet Pvt. Ltd.

05/2022 - Present Bengaluru, India

- Define long term **strategy & product conceptualization** with a problem first, data-driven and test and iterate approach.
- Develop and document product requirements through **PRDs, user stories & acceptance criteria** thereby streamlining product implementation & deployment.
- Conduct user-research and VOCs to understand user behavior, needs and tie them to product & business strategy, conduct **A/B testing**, & launch impact features
- Collaborate with Business leads to understand product use cases & business applicability/impact ensuring **value-based prioritization** of initiatives
- Drive day-to-day execution in collaboration with cross-functional teams like engineering, design, analytics & business while tracking of product deliverables
- Define and track product metrics by establishing key performance indicators (KPIs) to measure and track the success of initiatives
- Launched impact initiatives on the themes of **Affordability, Value Discovery, Trust & Assisted buying & Monetization**
- Tools Used: Jira, Adobe Omniture, SQL, Google Suite, Balsamiq etc

Product Manager

PaisaBazaar Marketing & Consulting Pvt. Ltd.

09/2021 - 05/2022 Gurgaon, India

- Complete ownership of Product Development creating **digital lending journeys**, market-place **aggregator integration** resulting in INR 150cr+/m loan disbursals
- Define & execute product roadmap, document user stories, product features while ensuring streamlined **product implementation & product deployment**
- Researched user behavior and led strategic product roadmap discussion across multi functional teams line Engineering, Business, QA, Design & Analytics
- Complete conceptualization of **product journey** curating logically sequenced, customer friendly UI resulting in increased conversions
- Optimized CRM lead flow for sales support channel accelerating customer conversion rate by 18%
- Own & analyse key metrics by generating profitability reports, monitor partner level P&L, program level profitability & improve impact suggesting interventions to business
- Tools Used: Jira, Google Analytics, SQL, MS Office, Balsamiq etc

Trade Finance Manager

HDFC Bank Ltd.

06/2018 - 09/2021 Chandigarh/Gurgaon, India

- Directly managing the Retail Trade and Forex (RTFx) portfolio of **INR 12cr+** across 18 retail bank branches
- Achieved consecutive **21%+ YoY** revenue growth consistently ranking in the department Top 15
- Executing complex, multi-party and High value International (Trade/Resident/NR) and Domestic Trade transactions
- Responsible to work closely with internal functions like – Treasury, Trade Desk, Retail Sales, Audit, Capital Desk, CPU
- Provide training to retail branches, ensuring smooth handling of customer queries and responses within prescribed TAT, thereby reducing escalations.

ACHIEVEMENTS



PaisaBazaar Excellence 'Rising Star' Award in Q4 FY'21



Awarded 'Value Champ' 'HotShot' and 'Mission Impossible' across CY'22/23 at Flipkart



'Kool & the Gang' award depicting collaboration & team spirit during BBD'22 at Flipkart

SKILLS

A/B Testing

Product & Business strategy

Product Roadmap

Data Analysis

JIRA

UI/UX design

SQL

Google Suite

Stakeholder Management

Digital Strategy

Product Management

Market Research

Competitor Analysis

Product GTM

PROJECTS & INTERNSHIP

Management Intern

Union Bank of India

04/2017 - 06/2017 Pune, India

- Project report on 'Trade Finance - Export'
- Understanding of Fund & Non Fund based lending, eligibility & documentation related to Export Financing & issuance of product like Letter of Credit & Bank Guarantees.

Academic Project

- A study of various factors affecting the Risk Tolerance of Investors in India.

EDUCATION

MBA in Banking & Finance

Symbiosis International University, Pune

2016 - 2018 Pune, India

Bachelor of Commerce (H), Accounting & Finance

Savitribai Phule Pune University

2013 - 2016 Pune, India