

# SHUBHAM MALHOTRA

## BUSINESS GROWTH & PRODUCT LEADER

+91 7791070904 @ hrshtmalhotra9@gmail.com linkedin.com/in/avp-shubham Jaipur

## EXPERIENCE

### AVP-Product

#### OneVerse

04/2025 - Present Jaipur, Rajasthan

Leading product strategy and execution across diverse game formats, including Rummy and Fantasy Sports

- Driving product strategy and growth initiatives across multiple projects
- Focused on user-centric solutions, business alignment, and product-led growth for sustainable scaling
- Shaping product roadmaps to align with business goals
- Implementing data-driven approaches for product optimization
- Tracked trends and suggested enhancements to challenge and refine the company's product offerings

### Sr. Product Manager

#### MyTeam11 Fantasy Sports

06/2023 - 03/2025 Jaipur, Rajasthan

Actively managing product strategy and execution for gaming platforms

- Led core product initiatives across Fantasy Sports and Real Money Gaming platforms
- Owned end-to-end product lifecycle from roadmap planning to launch across web, Android & iOS
- Worked cross-functionally with tech, design, marketing & analytics teams to drive growth, monetization, and user retention
- Increased gameplay conversion by 20% through UX and funnel optimizations
- Launched new game formats & features that scaled daily active users significantly
- Defined, tracked and optimized core funnels: onboarding, user verification (KYC), wallet & payment, gameplay, retention

### Product Manager

#### MyTeam11 Fantasy Sports

03/2022 - 05/2023 Jaipur, Rajasthan

Managing product lifecycle and coordination with teams

- Contributed to the end-to-end product lifecycle from ideation to launch
- Helped shape product strategies and worked with diverse teams to build features aligned with user needs and business goals
- Defined product requirements and ensured timely execution
- Coordinated between stakeholders to drive product success

### Head of Administration Department

#### MyTeam11 Fantasy Sports

03/2020 - 02/2022 Jaipur, Rajasthan

Overseeing administration and operational functions

- Collaborated with senior leadership to develop strategic plans aimed at achieving organizational objectives
- Established effective communication channels within the organization, enhancing collaboration and teamwork
- Oversaw day-to-day product operations, ensuring seamless execution
- Managed internally developed backend tools to streamline operational workflows and improve efficiency
- Led and scheduled rotational shifts, effectively managing cross-functional teams to maintain 24/7 operational coverage

## SUMMARY

Dynamic product leader with over 8 years of experience driving innovation in the fantasy sports, real-money gaming (RMG), and gaming tech sectors. Expertise in developing scalable, user-centric digital products that enhance growth, engagement, and monetization. Currently serving as AVP - Product at OneVerse (MyTeam11), leading product strategy and execution across diverse game formats, including Rummy and Fantasy Sports. Proven track record of launching successful gaming modules that increased active user engagement by 30% and optimizing user experience to improve conversion rates by over 20%, while fostering agile collaboration among cross-functional teams.

## STRENGTHS



### Product-Led Growth (PLG)

Expertise in developing strategies that enhance business growth, user engagement, and aligning product offerings with market demands



### Product Lifecycle Management

Expertise in managing end-to-end Product Lifecycle Management (PLM) to ensure efficiency and market alignment.

## KEY ACHIEVEMENTS



### Gaming Engagement and Experience Optimization

Successfully launched gaming modules that increased active user engagement by 30% and optimized user experience to improve conversion rates by over 20%

## EDUCATION

Bachelor of Technology (Computer Science)

#### Mewar College of Engineering

07/2008 - 05/2012 Chittaurgarh, India

## EXPERIENCE

### Manager of Customer Experience

#### MyTeam11 Fantasy Sports

10/2017 - 02/2020 Jaipur, Rajasthan

Managing customer experience initiatives and team development

- Developed innovative solutions to address emerging customer needs, resulting in higher retention rates
- Trained and mentored new team members, improving overall team performance and knowledge base
- Optimized workflows through implementation of automation tools, increasing productivity while enhancing the overall customer experience

### Estate Manager

#### Mahima Group

05/2014 - 02/2017 Jaipur, Rajasthan

Managing estate operations and events

- Coordinated exceptional events and gatherings on the estate, providing memorable experiences for attendees
- Hired and managed groundskeepers and custodial staff ensuring professional and welcoming atmosphere
- Developed budgets for commercial development and maintenance of facilities
- Advised clients on possible properties for investment, trade opportunities and market values
- Oversaw daily operations of the estate, maintaining a well-organized environment conducive to comfort and productivity

### Executive Estate Manager

#### Mahima Group

10/2013 - 04/2014 Jaipur, Rajasthan

Managing client relations and operational metrics

- Established long-term client relationships through consistent delivery of high-quality products and services
- Enhanced customer satisfaction by streamlining communication channels and improving response times
- Prepared annual data to determine metrics for operational performance

### Business Owner, Health Industry

#### Self Employed

11/2012 - 09/2013 Bandikui

Managing operations at a family-run hospital

- Managed day-to-day operations of a family-run hospital, overseeing staff hiring, training, and performance
- Developed and implemented business expansion strategies to drive growth and improve patient outreach
- Organized medical camps and health initiatives to engage the local community and strengthen the hospital's reputation
- Coordinated government healthcare programs and services to ensure compliance and deliver better patient support
- Monitored daily revenue streams, optimizing operational efficiency and resource allocation

### Server Administrator

#### PHYSIVERT SOLUTIONS PRIVATE LIMITED

07/2012 - 10/2012 Jaipur

Monitoring and maintenance of server infrastructure

- Monitored and maintained Windows servers to ensure high availability and minimal downtime
- Performed routine server health checks, backups, and patch management to maintain system security and stability
- Assisted in troubleshooting hardware and software issues, escalating to L2/L3 teams when necessary
- Managed user accounts, access controls, and basic network configurations to support operational needs

## SKILLS

Wireframing Team Collaboration

Product Lifecycle Management

Growth Frameworks

Data-Driven Decisions

Product-Led Growth (PLG)

Product Strategy

Stakeholder Management

Financial acumen

Partnership development

Vendor Management

## CERTIFICATION

### Project Management Professional

Project Management (PMP)

### Google Play Academy - Store Listing

Course on effective store listing practices for apps

### Operation Management

Course on operational management principles

### Jira Project Management

Course on agile project management tools