AMAN BAID

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Product Manager / Lead Business Analyst with 5+ years of experience driving product strategy, discovery, and execution across B2B and B2C digital products. Proven at translating ambiguous problems into scalable solutions through data analysis, experimentation, and stakeholder alignment. Experience across HealthTech and Scientific Communication platforms.

SKILLS

- **Product Management & Strategy:** Product Discovery, Roadmap Ownership, MVP Delivery, Opportunity Sizing, Prioritization (MoSCoW, RICE), and AI/LLM Product Scoping.
- **Business Analysis & Data:** Requirements Gathering (BRD/SRS), Funnel Analysis, KPI Definition, User Research, A/B Testing, and Process Optimization.
- **Technical Tools & Analytics:** SQL, Python, Tableau, Looker Studio, Jira (Agile/Scrum), Figma (Wireframing), MoEngage (Retention/CRM), and APIs, Workflow automation.

WORK EXPERIENCE

Lead Business Analyst, Crimson Interactive Pvt. Ltd   07/2024 — Current

- Delivered **65% improvement in operational efficiency** by owning **product roadmap** enhancements across order intake, pricing, and workflow systems, saving **1,500+ hours annually**.
- Led **product discovery and funnel analysis** to increase **order confirmations by 40%**, shipping UX experiments and automated reminder flows across key user touchpoints in collaboration with engineering, operations, and business stakeholders
- **Improved customer retention by 17% and upsell revenue by 9%** through KPI definition, dashboard revamps, and clearer value signaling

Business Analyst, Relife Medicare systems Pvt. Ltd   02/2022 — 06/2024

- Improved **patient throughput by 25%** by defining and launching MVPs for scheduling, patient management, and provider operations.
- Reduced **scheduling and operational errors by 40%** by designing admin and provider dashboards that improved visibility and decision-making.
- Cut **QA and release cycles by 50%** by introducing automated testing workflows and improving requirement clarity.

Business Analyst, Crimson Interactive Pvt. Ltd.   11/2020 — 01/2022

- Translated **100+ client requirements into shippable solutions** by creating SRS documents, workflows, and wireframes aligned across teams.
- **Accelerated feature delivery for 300+ B2B clients** by enabling scalable self-serve order configurations and i**mproving lead conversion by 25%** using MoEngage.

EDUCATION AND CERTIFICATIONS

- **BSc.IT** (St. Andrews College Bandra- 2020)
- **Machine Learning for Product Managers** (Duke University)
- **Product Management (**LinkedIn Learning)
- **Data Analytics** (Google)