

# Aniket Surati

## Contact Details Portfolio

M: +44 7742 751882  
[aniketsurati.github.io](https://aniketsurati.github.io)

E: aniketsurati08@gmail.com

London, UK

Strategic and dynamic Product Manager with 8+ years of experience in sports tech, e-commerce and fintech sectors, specialising in leading cross-functional teams to deliver innovative and user-centric digital products. *No visa sponsorship required.*

## Education

---

**University of Cambridge, Judge Business School, UK** 2020 – 2021

MBA, Marketing & Entrepreneurship Concentration

**University of Pittsburgh, Pittsburgh, USA** 2014 – 2015

MSc, Industrial Engineering

**University of Mumbai, Mumbai, India** 2010 – 2014

BE, Production Engineering

## Business experience

---

**Ellevate Football**, London, UK

Apr 2021 – Current

*Football training app for young footballers to improve their game and get scouted*

### Head of Product

- Established and scaled the product function as the first hire. Hired and coached a team of 7 to drive cross-functional projects across product, design, engineering, and marketing.
- Drove the development and iterative improvement of the business strategy and product roadmap by performing qualitative & quantitative customer research, competitor analysis, and aligning to strategic market segments, achieving an NPS of 52.
- Conceptualized and led the development and launch of two product lines across app and web – identifying customer challenges, envisioning innovative solutions, and driving concept development – growing the user base from 0 to 80k.
- Led the product team with a focus on product adoption and user retention. Created a revamped in-app gamification model and pricing strategy through extensive user and market research to increase 30-day retention by ~25%.
- Managed all financial and operational facets of the business, including budgeting, financial projections, hiring, and brand positioning, reducing monthly burn by 50%.
- Select key projects include: personalised training plans, coach feedback & player card, referrals, in-app store & credit system, coach dashboard, PostHog analytics and OAuth2 implementation.

**Manchester United**, United Kingdom

Feb 2021 – Apr 2021

*One of the most popular and successful sports teams in the world*

### MBA Consultant – Product Strategy

- Developed consistent cross-club D2C offering (streaming/membership) to unlock recurring consumer revenues.
- Utilized consumer data analysis and industry research to identify customer needs and trends for D2C businesses in the entertainment industry.
- Enhanced fan engagement and revenue by driving digital product sales, creating unique physical experiences, and optimizing merchandise and consumable offerings.

**Vested Finance**, Mumbai, India

Sep 2019 – Aug 2020

*Series A FinTech pioneering retail investing in the US stock market for Indians*

### **Product Manager**

- Collaborated with founders, engineering, and design teams to successfully launch Web and Native App features, resulting in 21x increase in approved accounts and 50x increase in funded accounts.
- Conducted competitor research, user interviews, and usability testing to optimize the 'Transfer Funds' section, leading to a 20% increase in retention for users remitting money into accounts.
- Developed a user survey-driven Product Market Fit (PMF) engine, driving product strategy and innovation and processing over \$100M in trades with a 54% PMF rating.
- Managed the development and implementation of multi-factor authentication for enhanced log-in security, resulting in increased trust, expanded market share by ~10%.
- Led the design and implementation of a custom CRM tool, improving customer success team output by ~30%.

**Factspan**, San Francisco, USA

Feb 2016 – Feb 2019

*Boutique consulting firm specializing in product management verticals for technology companies*

### **Project Lead - Product Manager**

- Led a team of 8 in designing, launching, and experimenting with new products, resulting in an improved customer experience, and generating over US\$150m in financial impact.
- Established an A/B testing process and governance structure for a Fortune 500 retailer, driving successful implementation and improved decision-making.
- Developed a data-driven product roadmap to enhance search features for an E-commerce client, contributing to approximately US\$120m in annual sales growth.

### **Product Analyst**

- Increased order conversion by approximately 35% and sales per session by approximately 25% through conducting over 160 A/B tests for product.
- Contributed to a revenue growth of approximately US\$80m by analyzing user data and enhancing the 'Profile' section of an omnichannel retailer.
- Developed a room-allocation system that achieved a 97% match rate for guest preferences, resulting in higher user retention rates.

## **Additional information**

---

**Key Skills:** SQL, Figma, A/B/n Testing, HTML, CSS, Javascript, Tableau, Agile, Mixpanel, Google Analytics, PostHog, Cloudinary, OneSignal, Webflow, Typeform

**Qualifications:** PFSA Level 1 Scouting Certificate, Certified Six Sigma Green Belt

**Interests:** **Sports** (Captain of MBA and Undergraduate football teams; Captain of Semi-Pro football team, Bay 49, in league winning season), **Mountain Climbing** (Gold medal - Duke of Edinburgh's Award Scheme), **Mentoring** (SQL, Maths, and Excel)