



NOUFAL P S

MALE, 26

Degree/Certificate	Institute	Year	Achievements
PGDM (Systems & Marketing)	IIM Lucknow	2010-12	E Commerce Initiative
B-Tech (Computer Science)	Government Engineering College Thrissur	2005-09	Founder, Business Incubation Cell
12 th (CBSE)	MES Central School Tirur	2003-05	Best Outgoing Student
10 th (Kerala)	JM Higher Secondary School Tirur	2002-03	17 th Rank in Kerala

PROFESSIONAL EXPERIENCE

redBus.in *Product Manager* *Feb 2014 – Present*

Key Achievements

- Overachieved **GMV and Transactions** target for 3 consecutive quarters.
- Conceptualized and implemented **Payment Gateway switching algorithm** and increased throughput by **30%**
- Reduced **Failed transactions by 50%** with flow changes and handling algorithms
- Implemented a new **review system work flow increasing number of reviews by 17% daily**, optimized all the communication elements and pages
- Redesigned and strategized **SEO pages** resulting in **30%** increase in **conversion rate** and **42%** increase in **users**.
- Conceptualized and launched **redBus Hotels**, now growing at **25%** MoM at a consistent **40** room nights a day

Responsibilities

- Manage PG switching and FT handling. Prioritizing leads sent to call centre from different sources (FT, JustDial..)
- Manage end to end product scoping and development for redBus and Hotels in Desktop division using **Agile (JIRA)**
- Conceptualize products, prepare PRDs and interaction designs, launch products and track performance.
- Work closely with marketing, UX, UI, analytics and engineering team to control the complete product strategy.
- Conceptualized Promotions CMS for managing/creating all promotions, tracking and analyzing offer redemptions, monitoring usages and communication including mailers and SMS. This helped in improving the **TAT to almost zero** for rolling out an offer.

Sulekha.com *Product Manager* *April 2012 – Sep 2013*

Key Achievements

- Launched mobile platforms for Sulekha.com from scratch. Achieved incremental revenue of **9.5 Mn INR** and **70%** return visits. The visits have been improving **10% – 20%** monthly.
- Worked on conversion rate optimization through data mining and algorithms, improving **CR by 40%**
- Worked closely with the content and PR to ensure the community growth and to increase the stickiness factor. The community grew by **22%** in the last 6 months with **20000+** active members

Responsibilities

- Leading a team of Product analysts, data analysts, designers and developers
- Conceptualize new product ideas studying user stories, analyze the revenue potentials and illustrate the prototype with interaction designs
- Define the MVP and design through user scenarios and follow agile development process (JIRA)

Kallatra Technologies Ltd *System Engineer* *July 2009 – April 2010*

Responsibilities

- Worked with **Mysore City Corporation** as **project manager** in GPS devices for Garbage Transporting vehicles
- Conceptualized and designed** a web platform for GPS tracking with appreciated user friendliness

- Worked with a global team overseen by the Vice President, Teltonika responsible for Global Call Center Operation

Key Achievements

- **Achieved 15%** savings in computing time through Optimization of computational engines used to model data 2010

ACADEMIC ACHIEVEMENTS AND AWARDS

- Elected as School People Leader from 1500 students for a year
- Ranked among **Top 20** in Kerala Regional Mathematics Olympiad from over **2000 participants** 2005
- Scholarship Recipient for excellence in academics from **Punjab National Bank** for **four** consecutive years 2005-09
- Awarded **Best outgoing student** for **Overall Performance** in 12th standard among **300** students 2005

LEADERSHIP & INITIATIVES

JUSTuff , IIM Lucknow	<ul style="list-style-type: none"> ▪ Designed a ecommerce e-retailer system for IIML community ▪ Managed 4 different category of products along with the layout design ▪ Achieved a turnover of INR 2.5 Mn in 2 years
Member, Entrepreneurship Cell , IIM Lucknow	<ul style="list-style-type: none"> ▪ Organized Whackopreneur'10, an entrepreneurial exposure for IIML students ▪ Currently working for the establishment of Business Incubation Cell, IIML ▪ POC for IIM Lucknow Entrepreneurial Business Mentorship Programme
Founder, Biznet Kallatra Technologies Ltd	<ul style="list-style-type: none"> ▪ Conceptualized and designed idea sharing cum knowledge management club of 310 employees ▪ Awarded Best Initiative of the year worth INR 6,00,00 by top management
Founder, Business Incubation Cell , GEC Trissur	<ul style="list-style-type: none"> ▪ Contacted 20+ companies and gathered 65+ short term projects (3 years) ▪ Raised INR 75,000 and developed a product in network administration
Organizer, Tech meet 2010 (Annual tech meet of Kallatra Technologies Ltd)	<ul style="list-style-type: none"> ▪ Managed 3 committees including technical, local arrangement and hospitality ▪ Delivered a speech on Marketing GPS Navigators with Low Advertisement Costs
Coordinator , Employee Appreciation Week , Kallatra technologies	<ul style="list-style-type: none"> ▪ Planned, Designed and Executed events for one week program, drawing participation of over 200 employees ▪ Quiz master for Acumen Business quiz having over 100 participants ▪ Event contributed strongly to an 12 % boost in employee engagement

EXTRA-CURRICULAR ACTIVITIES & ACHEIVEMENTS

- **University Champion, Chess**, Technofest '09 cultural fest of Calicut university among **94** colleges 2009
- **College Champion, Arm wrestling** conducted by GEC Trissur among **60** participants 2008
- Took **initiative** in Reconfiguring entire campus network of GEC Trissur for **40% lesser cost** offered by a private company
- **First Runner up** in English Debate, Calicut university inter collage arts festival

CONTACT DETAILS

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