

# ASHU MISHRA

## SENIOR PRODUCT MANAGER

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## Professional Summary

Strategic Senior Product Manager with 7+ years of experience driving B2B product innovation and digital transformation across Dubai and India markets. Deep expertise in fintech solutions, ecommerce platforms, payment orchestration, and sales applications. Proven track record in optimizing operations, streamlining processes, and delivering scalable tech solutions that enhance revenue and user experience.

## Core Competencies

### Technical Skills

- SQL, Python (Intermediate) | Jira, Figma, Tableau, Power BI | Data Analytics, MS Excel
- API Integration, Payment Gateways | Machine Learning, Semantic Search

### Product Management

- Customer Research & User-Centered Design | Data-Driven Decision Making
- Product Roadmap & Go-to-Market Strategy | Agile/Scrum, A/B Testing
- Revenue Optimization, Cross-functional Leadership

### Business Expertise

- Fintech Solutions, Ecommerce Platforms, Payment Systems, Procurement Automation, Supply Chain Optimization, Catalogue Management, Sales Applications, Digital Transformation, OKRs/KPIs

## Professional Experience

### Technical Product Manager

June 2025 – Present

Zigram

*Leading AI-Driven Data Product Development / Advanced NLP & Vector Database Solutions*

- Architected and deployed large-scale data processing pipelines for Zigram's core data product, designing optimized schemas for vector and non-relational databases to support real-time AI applications
- Built production-grade NLP systems processing 20,000+ news articles daily using advanced Natural Language Processing and Named Entity Recognition (NER) algorithms, creating adversarial press intelligence databases with lightning-fast vector search capabilities (10ms–30sec query response)
- Pioneered AI-powered data infrastructure for Politically Exposed Person (PEP) compliance databases, engineering schemas from ground-up to handle 15+ million records while implementing Agentic AI systems for automated web scraping, data extraction, and intelligent structuring

**Key Technologies:** Vector Databases, NLP, Named Entity Recognition, Agentic AI, Machine Learning Pipelines, Real-time Data Processing, Schema Design

### Senior Product Manager

Jan 2024 – June 2025

Medikabazaar, Gurgaon

- Fintech Innovation:** Established and managed fintech vertical with API integrations to 100+ banks and 5 major payment gateways across Dubai and India markets, implementing open router orchestration achieving 99.5% success rates while overseeing 300–400 Cr of invoices and 5 Cr of marketplace payments monthly

- **Payment Orchestration:** Created intelligent payment routing system handling 1000+ daily orders, leveraging advanced data analytics to optimize payment decisions, resulting in 99.5% success rate and enhanced customer satisfaction across multi-geography operations
- **Process Automation:** Led Tally-OMS integration achieving 100% invoice automation, eliminating manual errors and significantly improving operational efficiency for both Dubai and India business units
- **Procurement Platform:** Architected end-to-end procurement platform with Java-based validation algorithms, applying Agile methodology and impact-effort prioritization, unlocking USD 130M working capital through intelligent inventory orchestration
- **Sales Application:** Spearheaded ML-powered sales enrollment system development managing 350 Cr monthly orders, significantly reducing processing time through automated data mapping algorithms and semantic search technologies
- **Ecommerce Catalogue:** Engineered comprehensive catalogue management platform for 1.1M SKUs with semantic search capabilities, resulting in enhanced catalogue health scorecard driving significant PDP-to-cart conversion lift across markets

## Senior Product Manager

Apr 2022 – Dec 2023

*ElasticRun, Pune*

- **P&L Management:** Designed foundational P&L Ecosystem leading 3 Business Analysts to establish KPIs, driving profitability across 20+ warehouses earning 'Team of the Year' award
- **Sales Enhancement:** Enhanced user features implementing SMART Recommender, SMART Basket, and Medal Framework gamification in sales application using customer insights, increasing margin from 4.5% to 7.5% and growing items per invoice from 7 to 12
- **Supply Chain:** Spearheaded reverse supply chain optimization through process simplification and sustainable technology solutions, unlocking 40 crores working capital and increasing business liquidity
- **Logistics Optimization:** Applied strategic product management principles streamlining logistics processes through comprehensive customer interviews, achieving 2 Cr monthly cost savings
- **Automation Implementation:** Deployed customer-centric automated system within Sales App for item population, achieving 90% manpower reduction while enhancing UX and operational efficiency

## Product Manager

Mar 2020 – Apr 2022

*ElasticRun, Pune*

- **Data Analytics:** Analyzed cost components creating comprehensive data-driven dashboards enabling effective cross-business communication and establishing guidelines for 200 Cr/month revenue management
- **KPI Monitoring:** Developed monitoring application tracking daily KPIs including response rates and lazy loading, improving operational visibility and enabling data-driven decision making
- **Cross-functional Coordination:** Coordinated procurement-operations collaboration executing program initiatives resulting in 20 Cr advance payment release
- **Operations Optimization:** Partnered with Sales, executive leadership, and operations optimizing warehouse operations through data analytics, achieving monthly 5% EBITDA increase

## Procurement Engineer

Feb 2015 – May 2017

*Eon Electric Limited, Delhi*

- Managed comprehensive procurement operations for electronic components in lighting fixtures and voltage chargers, facilitating cross-departmental collaboration between Sales, R&D, Quality Assurance, and Finance to optimize supply chain operations

## Education

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**PGDM (Marketing)**

**2020**

*IMT, Ghaziabad*

**B.Tech (Mechatronics)**

**2015**

*UPES, Dehradun*

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## Key Achievements

- **Revenue Impact:** Managed 300–400 Cr monthly invoices and 5 Cr marketplace payments with 99.5% success rate
- **Working Capital:** Unlocked USD 130M + 40 Cr working capital through intelligent automation solutions
- **Cost Optimization:** Achieved 2 Cr monthly logistics savings and 90% manpower reduction through automation
- **Market Expansion:** Successfully managed fintech and ecommerce operations across Dubai and India markets