

MANISH KUNDAN

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Websites, Portfolios, Profiles

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Skills

- Project Management
- SLA & Performance Management
- Team Building
- Product Management
- Consulting Services
- Operations Management
- Process Enhancement & Training
- Stakeholder Management
- Vendor Management
- Agile Methodology

Professional Summary

Results-driven professional with over 9.6 years of experience in project management, operations, logistics, and digital studio. Thrived in e-commerce and technology-driven environments, including Amazon. Demonstrated expertise in successfully delivering complex digital and operational projects by utilizing agile methodologies, effectively managing stakeholders, and providing cross-functional leadership. Skilled at driving process enhancements, launching innovative initiatives, and consistently achieving measurable outcomes.

Work History

Project Manager, 10/2021 to 03/2023

BLINK Fashion Studio - Amazon – Gurgaon, Haryana

- Managed multiple end-to-end digital product/platform projects by prioritizing tasks according to urgency, resource availability, and alignment with organizational goals
- Hands-on experience with Amazon's OMS tools supporting end-to-end order lifecycle including capture, routing, fulfillment, payment, and reverse logistics for 10 marketplaces
- Spearheaded the status management for projects ensuring timely updates and transparency
- Collaborated with cross-functional teams, including engineers, product managers, and designers, to achieve project goals
- Successfully managed multiple initiatives for 9 studios in **APAC and MENA regions**, ensuring seamless planning and execution
- **Launched Amazon Live Project** for India Market, optimizing influencer selection and refining content strategy, leading to a 20% increase in conversion rates
- **Launched Product Revenue Growth** project, implementing a comprehensive 360 Product-Image-Spin approach, achieving a 4% year-over-year revenue growth

Manager I - Product Catalog Services, 10/2018 to 10/2021

Amazon – Bengaluru, Karnataka

- Spearheaded a 110-member global team, delivering programs across 4 countries (Romania, France, Germany, and India)
- Established centralized **SharePoint** repositories, increasing document accessibility and operational efficiency by 30%
- Launched automated corrections for 6,000 product attributes, **improving defect-free scores** from 46% to 90%
- Developed an automated dashboard to identify and eliminate 60K **duplicate listings** across 11 websites, enhancing customer and seller experience
- Acted as a **Scrum Master**, facilitating agile ceremonies and ensuring effective sprint delivery
- Driving Kaizen's /Sig Sigma projects to drive business improvements
- **Project Refurbished Launch**: Led the launch of the refurbished items category from **concept to market**, collaborating with Tech, Business, Operations, Creative, and Legal teams. Achieved **₹1 billion** in first-year sales for the phone category, driving expansion to other categories
- **Project Compare with similar items**: Developed a **widget** tailored for the Indian market, enabling intuitive attribute comparisons and simplifying product specifications to support informed customer buying decisions.

Subject Matter Expert, 10/2017 to 12/2018

Item Data Quality – Bengaluru, Karnataka

- Consulted strategies and introduced transformative digital solutions, automating critical activities and driving exponential gains in productivity
- Leveraged FMEA, CAPA frameworks to minimize escalations

- Point of Contact for Imaging, A+ Pages and Influencer Shoots for vendors across NA, APAC and MENA
- Measured improvement through **A/B testing** which indicated the effectiveness of behavioral mapping by 2.3 times
- Collaborated with **Operations, Tech, and Product teams** to identify top 10 defects, analyzed findings, calibrated with the Quality team on CAPA, obtained stakeholder approvals, enhanced work tool with 7 features, and decommissioned 3 legacy features, Reduced DPMO from 27K to 14K
- **Project: Optimized customer behavioural** mapping for search optimization and ranking

Senior Associate - Selection, 10/2015 to 10/2017

Amazon – Bengaluru, Karnataka

- **Content management** - Led the 'New Item Setup' team for Amazon India to deliver a seamless stakeholder experience with 100% accuracy
- **Workload Management** - Performed effective workload management and resource planning for 6 team members to seamlessly manage the workload of 'Furniture, Refurbished and Musical Instruments' products
- Drove 3 projects above the line for the product team; **Searchability, Duplicates, and Buy-ability** for India, Canada and Australia marketplaces
- Conducted quarterly Kaizen workshops involving stakeholders from multiple disciplines to drive process improvement initiatives, headcount restructuring, enhance cross-functional collaboration and optimize operations
- **Project: Improvement in FTR** (First Time Response) and TAT (Turnaround Time) translates into a 30% increase in customer satisfaction scores
- **Project: Cross-Sell Analysis for Consumer Electronics (CEPC)** categories - Analyzed 12-month cross-selling data, target categories with 20%+ conversion rates and 25% revenue contribution; devised 11% conversion boost strategies with KPIs

Catalog Associate, 01/2014 to 10/2015

Amazon – Bengaluru, Karnataka

- **Item Set-up** - Experienced in executing product setup (Large Appliance, Sports, Apparel and Consumer Electronics), Purchase order release, and Replenishment in India and North America
- **Vendor Management & Maintenance** - Closely worked and collaborated with the vendors across business sub-divisions to set the vendor information on Amazon systems and maintain vendor profiles with accurate/current vendor details
- **Transition and Piloting Process** - Contributed to the 10 categories launch for the pilot project (In-Department Project) publishing the adoption dashboard with the leadership group
- Closely worked with Fulfillment Centers of Amazon to identify gaps in logistics and managed customer return rate of multiple product lines and product groups
- **Project: Implemented zoom feature** for image display slots, increasing image size from 500px to 1000px, achieving 3X Impression Count improvement for Consumer Electronics - Personal Computer (CEPC) categories
- **Project: Automation of Catalogue Page:** Standardized and automated catalogue templates across 12 categories for IN & EU markets, enhancing accuracy & reducing processing, resulting in \$70,000 annual cost-saving

Education

Bachelor of Engineering: Computer Science, 07/2013

Visvesvaraya Technical University (VTU) - Belagavi

Certifications

- Certified [ScrumMaster \(CSM\)](#) - Scrum Alliance.
- Certified [Project Management Professional](#)
- Six Sigma Certification - [Green Belt](#)