

# NIKHILESH SAWANT

Product Management | Category Management | New Business Development |

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Mumbai, India

LinkedIn

### Key Skills

- Product Development Strategy
- Cross-functional Collaboration
- Data-driven Decision Making
- Revenue Growth and Optimization
- Market Analysis and Consumer Insights
- Team Leadership
- User-Centered Design (UX/UI collaboration)
- Digital & E-commerce Platform Management

### Education

- **Master of Management Studies** | Sydenham Institute of Management | Jun 2013 – May 2015
- **Bachelors of Engineering in Electronics** | Vidyalankar Institute of Technology | Aug 2007 – May 2011

### Certifications

- Post-Graduate Certification in Digital Marketing | MICA

### Objective

***Dynamic and results-driven Product Manager** with over 9 years of experience leading product lifecycle management, business development, and cross-functional collaboration in Manufacturing, Retail, and Consumer sectors. Demonstrated expertise in developing and executing go-to-market strategies, launching innovative products, and leveraging data-driven insights to optimize product adoption and customer engagement. Skilled in managing competitive market analysis, user experience design, and building partnerships across teams to drive revenue growth. Proven ability to manage P&L, lead strategic decision-making, and enhance product positioning through integrated marketing campaigns across digital and traditional channels.*

### Work Experience

**Tata Croma, Mumbai | Category Manager, Buyer**  **May 2022 – Dec 2022**

- Defined and implemented category strategies for multiple product lines, enhancing product mix, pricing strategies, and marketing efforts.
- Managed the product lifecycle, coordinating with internal and external teams to meet deadlines, exceed KPIs, and grow sales.
- Leveraged insights from market trends and customer behavior to drive product positioning, leading to an increase in conversion rates.
- Worked closely with stakeholders to align product strategies with business goals, driving profitability and increasing category GMV.

**Godrej Interio, Mumbai | Ecommerce Manager**  **May 2021 – May 2022**

- Led the development and optimization of the e-commerce platform, implementing UX/UI improvements to enhance customer experience.
- Collaborated with sales and marketing teams to craft and execute data-driven digital marketing campaigns, increasing product visibility and driving user engagement.
- Measured and improved key performance metrics such as customer acquisition, retention, and average order value.

**Godrej Interio, Mumbai | Product Manager - Marketing**  **May 2015 – Apr 2021**

- Led the end-to-end product development process for the B2B furniture category, ensuring alignment with customer needs and market trends.
- Implemented competitive analysis, leveraging customer insights and market data to influence product strategy and feature development.
- Worked closely with UX/UI designers and sales teams to ensure seamless execution of product launches, increasing market penetration.