

# Sourabh Inani

Contact no: +91-7974584344 | Email: sourabhinani123@gmail.com | [Linked In Profile](#)

## Profile Summary

- 10.5 years of experience in Product management, Business analytics and Project Management
- Extensive exposure of managing the entire software development life cycle from ideation to launch in Fintech, Insurance and AI domain
- Adept at interacting with customers and cross-functional teams to understand user needs and create products delivering business value
- Product of India's Tier 1 universities MDI Gurgaon (MBA) and NIT Bhopal (B Tech)
- Proficiency in UI/UX, SQL, Mongo DB, Tableau, Power BI, Postman, Jira, Confluence, Visio, Figma

## Education Summary

Institute	Qualification	Duration
MDI Gurgaon	MBA (Finance and Operations)	2012-14
NIT Bhopal	B Tech (Information Technology)	2006-10

## Work Experience,

### **BRANE ENTERPRISES, BENGALURU | JAN '24 – PRESENT | DESIGNATION: SOLUTION LEADER**

- Managed development of Purchase Order and Inventory Management solution for US based clothing retailer, Lead and Fitout Management system for Qatar based real estate company leading 4 associates
- Designed systems from scratch on low code/no-code platform creating user personas, access rights, 30+ BMPNs, entity modeling, user flows, UI/UX wireframes and dashboards
- Collected and prepared organization specific data to train LLM

### **TRICON INFOTECH, BENGALURU | MAR '21 – NOV '23 | DESIGNATION: PRODUCT MANAGER** **US Based Fintech Company with AUM of 500mn+ dollars in Real estate Lending**

- Managed development of data ingestion pipeline aggregating data from different sources creating a single source of truth for funded loans resolving discrepancies through implemented solution
  - Managed development of Pipeline, Portfolio and Operation reporting dashboards leading team of 12
- ### **British Business Intelligence, International B2B events and Digital Services Group**
- Managed development of JS based site tracker to help track and enrich user information, cross domain tracking, allow creation of campaign based on segmentation and measuring Click-Through Rate, Conversion Rate, Impressions, Engagement rate, Bounce rate, traffic sources, ad personalization based on Sales funnel stage derived from page taxonomy for organized B2B events
  - Deployed tracker on 1000+ web properties to capture customer behavior information leading team of 9

### **SIGTUPLE, BENGALURU | NOV '18 – FEB '21 | DESIGNATION: AI PRODUCT ANALYST** **AI Based Diabetic Retinopathy Solution (installed and in use at 30 Diabetic clinics)**

- Defined Data requirements, Worked with Data Science Team to improve DR detection
- Facilitated access to high quality annotated medical dataset addressing regulatory concerns, Product demonstration and installation

## **Digital Pathology Solution**

- Performed Market research, created Product roadmap, use cases, user stories, workflow SOP manuals
- Designed portal for Pathologist, performed usability testing, validated solution through field testing

## **CREDITVIDYA LTD, HYDERABAD| JUN '17 – NOV '18| DESIGNATION: PRODUCT ANALYST**

### **Business Rule Engine (processes 10k+ SME Loan applications monthly)**

- Conducted Requirement gathering workshop, documenting analysis creating HLD and LLDs
- Managed development of Rule engine to automate loan decision process based on multiple data sources (CIBIL, Perfios, Loan application, Hunter, EBS domain) leading team of 6

### **Android Library to capture digital footprint for Credit Insights**

- Created and prioritized Customer 360 variables designed REST APIs for NBFCs leading team of 15
- Developed and optimized user journey in B2C loan apps using Google analytics

## **APPSDAILY LTD, MUMBAI| APR '14 – JUN '17| DESIGNATION: MANAGER – PROJECT AND BUSINESS ANALYSIS**

### **Appsdaily Insurance portal (2mn+ policy holders)**

- Developed Insurance portal to resolve claim queries and automated claim calculation to eliminate error
- Developed Context based CRM to reduce case creation time
- Developed payment lots processing module to enable payment in batches using NEFT leading team of 4

## **SAMSUNG INDIA LTD, NOIDA | JUN '10 – JUN '12| DESIGNATION: SOFTWARE ENGINEER 2**

- Implemented proprietary image compression solution with Sweden based partner 'Algotrim'
- Developed feature for retrieving current time from mobile operator to eliminate need for setting time
- Led release of mobile phone binary for European markets

## **Extra-Curricular**

- Completed Product Design (Udacity), Machine Learning Foundations for Product Manager (Coursera)
- Developed Android productivity apps and trained, tested AI models for better understanding
- Recipient of Google India Challenge Scholarship, 2018
- National Winner of Article writing competition "Ideate" across all Indian B Schools, 2013
- Volunteer (teaching Under privileged) Medhavi foundation, 2012-13
- Awarded Samsung Bada Promotion Award for App development in top 10 downloads in India, 2011

## **Core Competencies**

- |                                  |                        |                              |
|----------------------------------|------------------------|------------------------------|
| • Product Management             | • Project Management   | • Product Strategy           |
| • Cross Functional Collaboration | • Customer empathy     | • Risk & cost management     |
| • Stakeholder Management         | • Business Analytics   | • Team Building and Training |
| • Market Research                | • Competitive Analysis | • Data analytics             |