

SNEHA PRASAD

Mobile: +91 – 8149986802

E-Mail: snehaprasad.career@gmail.com

BRIEF PROFILE

Results-oriented Product Manager with over **9+Yrs (6.7+ years)** of Professional exp & **2+ yrs** of entrepreneurial stints) with brands like **Avalara** (US no 1 Cloud-based indirect tax CRM and ERP for companies), **TechMahindra**, **AXIS Bank** (3rd Largest Private Bank in India), **National Payment Corporation of India(NPCI)**, **Reliance JIO**.

Proven expertise in **digital transformation**, **agile product development**, and **0-to-1 product launches**.

Skilled in **go-to-market strategies**, **PRD creation**, and managing the entire product lifecycle—from feature ideation and prioritization to wireframing, prototyping, usability testing, A/B testing, and post-launch monitoring. Proficient in advanced analytics tools like **GA4**, **Mixpanel**, and **Hotjar** for data-driven decision-making.

Strong in cross-functional collaboration, sprint planning, and removing blockers to optimize team performance.

Dedicated to continuous improvement through feedback and retrospectives to deliver impactful products and results.

Educational Qualifications:

+ **Masters in Business Administration(MBA)** - **9.13 CGPA** from Pune University

+ **Masters in Computer Applications(P)** from IG University.

+ **Chartered Accountant(CA) Level 1 Qualified** from ICAI. + **Certified Scrum Master** from Udemy

KEY SKILLS

Product Development and Management:	Technical Skills and Tools:	Data Analysis and Metrics:	Strategy and Planning:	Team and Project Management:
Product Development Product Design Usability Testing User Acceptance Testing (UAT) Wireframing Prototyping Scope Document MVP , Decision logs Product Launch 0to1 Go-NoGo Decision Integrated Marketing Accessibility, Reliability & Security Customer Acquisition, Retention	AGILE JIRA/Trello POSTMAN Apache Jmeter Figma Draw.io Google Optimize Optimizely Tableau Looker/Data Studio SAFE Agile SQL UsabilityHub	Data Visualizer A/B Testing Root Cause Analysis (RCA) Success Metrics PIRATE METRICS (AARRR) HEART North Star Met OKRs Google Analytics GA4 Mixpanel HOTJAR	Ideation Go-To-Market Strategy PRD Product Roadmap Strategic Thinking Goal Setting Value and Effort Assessment: RICE (Reach, Impact, Confidence, Effort) MusCoW (Must have, Should have, Could have, Won't have) KANO Model Value vs Effort	Team Player Team Building Project Management CRM SAAS Android & iOS Development Customer Insights and Research: Customer Empathy Design Thinking Milestone

PROFESSIONAL BACKGROUND

Avalara (Payroll - Agreeya)

(Jan-24 to Till Date)

Senior Product Manager

2025 Innovation Pipeline – Shaping the Future of SaaS Applications

- **Dark Mode Revolution:** Spearheading the rollout of **dark mode**, enhancing accessibility, reducing visual fatigue, and aligning with modern UI/UX trends to meet diverse user needs and preferences.
- **AI-Powered Copilot:** Leading the development of an **AI-enabled Copilot**, automating routine tax workflows, improving user efficiency, and delivering a smarter, streamlined product experience.
- **UI Excellence with Garden V9:** Overseeing the launch of **next-gen UI components**, ensuring a responsive, cohesive, and polished interface that enhances usability and scales seamlessly with product growth.
- **Boosting Developer Productivity:** Driving innovations with **code generators** and **interactive playgrounds**, integrating seamlessly into **CI/CD pipelines**, and optimizing developer workflows for faster, more reliable product releases.

Key Product Management Initiatives Delivered

- **Transformative Platform Development:** Orchestrated the evolution of the **Admin Platform**, redefining tax compliance workflows to achieve an **8% reduction in processing time**, significantly boosting productivity and operational efficiency.
- **Customer-Centric Experience Design:** Partnered with cross-functional teams to create **intuitive, user-focused interfaces**, achieving a **54% growth in ACF module pages** by the end of 2024, surpassing the target by 7% while setting new standards in usability and accessibility.

- [Data-Driven Product Excellence](#): Integrated powerful analytics tools such as **Pendo**, **Google Analytics (GA4)**, and **UserVoice**, empowering users with actionable insights, improving compliance outcomes, and elevating customer retention and platform value.
- [Advanced Insights & Dashboards](#): Led the development of **real-time dashboards**, **SKU widgets**, and **API integrations**, enabling users to access actionable insights and proactively manage complex tax compliance scenarios

TECH MAHINDRA (Client – Reliance JIO)

(Jul-23 to Jan-24)

Product Manager

Part of digital transformation project, enhance Jio's OTT ecosystem. Responsible for ideating features on mobile apps, overseeing data migration & ingestion, and enhancing UI/UX user flows and journeys.

- [User Research and Analysis](#): Conducted in-depth user research to understand customer needs and behaviors related to the Reliance JIO OTT platform, providing valuable insights that informed product strategy and feature development.
- [Digital Transformation Initiatives](#): Contributed to digital transformation efforts aimed at improving user experience within the OTT space, despite the project ultimately being offboarded.
- [Product Development Oversight](#): Managed the end-to-end product development for the Epics, ensuring alignment with business objectives and facilitating deliveries.
- [Project Onboarding and Transition](#): Reviewed existing project charters and roadmaps, and onboarding documentations for new Product Managers to ensure a smooth transition.
- **1:1 Syncs**: Engaged with key stakeholders through regular 1:1 sync-ups such as Directors, PMs and EMs to gain a deeper understanding of project roadmaps and strategic priorities.
- [Project Offboarding Management](#): Effectively managed the offboarding process, ensuring a smooth transition and the documentation of lessons learned to support future product initiatives.

AXIS BANK

(May-18 to July 2023)

Deputy Product Manager

[Strategic Liaison and Roadmap Execution](#): Acted as the linchpin between product, IT, and sales teams to align business objectives with technical execution, ensuring **96% deadline adherence for product rollouts**.

- Defined & managed product roadmaps, balancing immediate goals with long-term vision.

[User-Centric Product Development](#): Authored and optimized 6+ user personas and targeted user stories, resulting in a **16% ROI increase** for new subscription-based offerings.

- Championed user research and usability testing to prioritize features that addressed pain points effectively.

[Stakeholder Management and Collaboration](#): Fostered open communication with executive stakeholders, engineering, and marketing teams to deliver features 22% faster annually by streamlining decision-making processes.

- Delivered high-impact presentations to executives, showcasing product performance metrics and actionable insights.
- [Agile Sprint Leadership](#): Led bi-weekly sprint cycles, driving a collaborative culture among developers and designers to achieve 90%+ sprint goal completion rates consistently.

- Effectively resolved blockers and impediments during daily stand-ups, ensuring smooth progress across teams.

[Revenue-Driven Feature Development](#): Spearheaded the launch of a SaaS platform that reached 75K monthly active users within its first year, revolutionizing the insurance purchase experience.

- Identified product gaps through advanced analytics, implementing solutions that boosted annual sales by \$2.6M.

[Data-Driven Optimization and Experimentation](#): Designed and executed A/B testing frameworks, leading to a 10% churn reduction and an 8% increase in conversion rates.

- Utilized **GA4**, **Mixpanel**, and **Hotjar** to monitor user behavior and enhance product strategies.

[Operational Efficiency and Budget Management](#): Optimized resource allocation and product backlog management, consistently delivering projects under budget while saving 50% man-hours.

- Drove cross-team collaboration to meet tight deadlines without compromising on quality.

Key Achievements

- [Financial Expansion](#): Elevated book balance from Rs 288 Cr to Rs 555 Cr within four years, spearheading strategic product features and visionary leadership.
- [Operational Efficiency](#): Streamlined financial processes, saving 50% man-hours through agile frameworks and collaborative efforts with development teams.
- [30% surge in adherence metrics](#): Orchestrated seamless product launches, driving ARR.

Feature Launch 0 to 1:

Expense Tracker & Analyzer

| Fee Comparison Tool

| Investment Portfolio Analytics

Retirement Planning Calculator

| Investment Alerts and Notifications

| Financial Goal Tracker

Janaki Traders Pvt. Ltd. (Entrepreneurship)**(Apr-14 to Mar-16)**

Co-Founder & COO

Dealer Portal Features: When a dealer places an order through the portal, the information is instantly synced with the central ERP system. The ERP system updates the inventory levels and triggers necessary notifications to dealers.

Order Management System: Allows dealers to place, track, and manage orders.	Inventory Visibility: Provides real-time stock availability and updates.
Price List Management: Displays updated product pricing for dealers.	Customer Management: Enables dealers to manage their customer base efficiently.
Technical Documentation Access: Access to manuals, guides, and technical specifications.	Feedback and Review System: Allows dealers to provide feedback on products and services.
Returns and Refunds Management: Streamlines the return process for dealers.	Performance Incentives Tracking: Tracks incentives and rewards earned by dealers.
Sales Analytics Dashboard: Offers insights into sales performance and trends.	Social Collaboration Platform: A forum for dealers to collaborate and share insights.
Training and Certification Modules: Provides training materials and certification programs.	Mobile App Integration: Mobile-friendly interface for on-the-go access.
CRM Integration: Integration with Customer Relationship Management tools.	User Role Management: Different access levels based on roles within the dealership.
Service Request System: Allows dealers to raise service requests.	Alerts and Notifications: Keeps dealers updated on new offers or critical updates.
Marketing Collateral Access: Access to marketing materials for local campaigns.	Integration with ERP System: Connects the dealer portal with enterprise resource planning system for seamless data flow.

1. **Product Innovation and Launch Strategy:**

- Conceptualized a tech-based POS system to enable real-time data and cash flow integration.
- Designed a comprehensive Go-to-Market and product launch strategy, incorporating feedback loops for continuous improvement.

2. **End-to-End Product Management:**

- From idea conception to launch & Operated at both strategic and tactical levels, generating new ideas, managing roadmaps, crafting business requirements, and analyzing data.

3. **Product Development Lifecycle Mastery:**

- Developed and executed company-wide go-to-market plans, collaborating with various departments.
- Guided design and flow changes based on A/B tests and clever-tap event monitoring.

National Payment Corporation of India (NPCI)**(May-17 to Jun-17)**

Product Development Intern

1. **Market Research and Analysis - Rupay Card and NPCI Insights:**

- Conducted in-depth research and analysis on the usage of Rupay Card in public sector, private sector, and cooperatives. Gained comprehensive insights into the organizational structure and operational processes at the National Payment Corporation of India (NPCI).

2. **User Perception and Adoption Studies - Rupay Card and UPI Awareness:**

- Executed surveys spanning metro, rural, and urban areas to gauge user perceptions of Rupay Card and awareness of UPI products.
- Examined operational flows and challenges within the UPI platform, QR code implementation, and other government initiatives.

3. **Expansion and Partnership Growth - Mumbai Dabbawalas and Digital Payments:**

- Played a pivotal role in expanding the company's reach by onboarding one of Mumbai's largest networks of Dabbawalas onto the QR code and UPI platform.
- Facilitated collaboration with various small vendors to enhance digital payment adoption and usage.

ACHIEVEMENTS

1st prize in Presentation At State-Level Seminar.	Worked as a Lady Representative in college.
1st prize in Business Plan National Level Mgmt Fest	2nd prize in Quiz at National Level Management Fest.
2nd prize in Management Case Study Fest.	2nd prize in drawing at state level.
Winner in extempore, debates, and elocution competitions at collage, inter-collegiate, school.	Stood 1st in District Level, 2nd In State Level and 3rd In Cluster Level Handball Tournament.