

# DHANSHREE HURDE

## PRODUCT MANAGER

### PROFILE SUMMARY

Product Manager with almost 8 years of experience in developing, launching, and managing products across industry. Experienced in leading cross-functional teams, defining product strategies, and managing product lifecycles. Proven ability to align stakeholder expectations, drive customer-centric solutions, and optimize product performance to meet business objectives. Strong analytical, problem-solving, and communication skills, with a focus on continuous improvement and market-driven innovation.


### PROFESSIONAL EXPERIENCE


**December 2021–Present | Axis Bank Ltd, Mumbai**  
**Product Manager**

- Currently managing the **FASTag product**, including development, lifecycle, and enhancements; utilizing data to enhance performance, ensure customer satisfaction, and uphold compliance.
- Driving market strategy through team management, regulatory alignment & business growth.
- Boosted growth for the INR Prepaid Gift Card product in funding, new issuance, and corporate onboarding.
- Led the Data Quality MD-CEO project for INR Prepaid Cards, ensuring data accuracy across the bank.
- Implemented the EKYC project for prepaid cards for Pan India locations, increasing mobile app logins over physical forms.
- Enhanced sales force effectiveness, managed Relationship Managers, and oversaw third-party vendor relationships.
- Managed a Prepaid Support Team of 10, improving customer experience and reducing complaints.

**Feb 2020– December 2021 | Standard Chartered Bank, Mumbai**  
**Channel Strategy Manager**

- Developed and executed a comprehensive Pan-India channel strategy, onboarding 55+ vendors across 30+ locations in span of 3

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### EDUCATION

**June 2016**

University of Pune,  
Pune  
MBA- Marketing

**June 2013**

SGBA University  
Amravati  
E&TC Engineering

### RELEVANT SKILLS

Product Management

Strategy Implementation

Customer Experience

Management

Vendor & Stakeholder

Management

Competitive Research & Data  
Analysis

Cross functional team

Collaboration

Microsoft Office Suite

months, enhancing **vendor management, channel partnership, and market expansion.**

- Led **Risk Assessment** initiatives by integrating SCB Group policies at third-party sites, focusing on **risk management, compliance, and policy implementation.**
- Drove **penetration and growth** of S CB credit card variants in Pune region, related to new account **acquisition**, premium card growth and cost management.
- Executed corporate engagement activities, brand awareness campaigns, and competitive analysis for targeted premium customer segments, enhancing brand positioning, customer segmentation and market analysis.

June 2016–Feb 2019 | SBI Cards, Gurugram

#### Product & Marketing Manager

- Co-brand Partner Management with key partners including IRCTC, Air India, Yatra, and Tata Capital, enhancing product offerings and strategic relationships.
- Product Portfolio Development & management of SBI Card's Co-brand Credit Cards (travel segment) from ideation to launch, boosting revenue and visibility.
- Sales & Marketing Campaigns executed segment wise & portfolio-level campaigns, optimizing costs, acquiring new accounts, increasing usage and spends, and enhancing customer engagement.
- Conducted market research & competitive analysis on trends, competitive landscape, and promotional strategies to refine product value propositions.
- Sales Management & Training through ASM and RSM channels across Pan India; provided product training to sales teams and new hires.
- Performance reporting & analytics management pay-outs, published MIS reports, and performed analytics for partners, sales channels, and leadership, delivering insights into product performance.
- Cross-functional Collaboration with teams for product launches, value propositions, marketing communications, and timely delivery.

## PROJECTS

**Lead Generation Initiative:** Analysed customer feedback on premium train routes to develop a new sourcing channel.

**Product Branding Campaigns:** Launched promotional campaigns for IRCTC, Air India, and Yatra SBI credit cards.

**Competition Benchmarking Report:** Analysed credit card performance and provided strategic insights for SCB Cards Team.

**SCB Website & Mobile App Analysis:** Enhanced UX through competitor platform comparisons.