

# Chetan Jonnalagadda

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## PROFESSIONAL SUMMARY

Product Manager focused on B2B marketplace growth and seller experience—onboarding funnels, catalog tooling, and retention. 1.5+ years shipping features with lean teams, improving activation 30-35% and retention 20%. CSPO certified, MS in Management of Technology at ASU.

## PROFESSIONAL EXPERIENCE

**Product Manager** | IKT INDIA | Hyderabad, India Nov 2023 – Aug 2024

- Scaled B2B handloom marketplace from 20 → 45+ vendors (2.3x in 9 months), reaching INR 15L+ monthly GMV; owned product roadmap across seller onboarding, catalog management, and order fulfillment
- Shipped seller verification flow and bulk catalog upload with 3-engineer team; improved activation (KYC → first listing) by 30-35%
- Built seller acquisition playbook and prioritized backlog using impact/effort scoring; launched in 2 new markets contributing 20% of new vendor signups
- Defined KPIs and built seller analytics dashboard (SQL/Mixpanel); identified at-risk sellers and improved 60-day retention by 20% (relative lift in repeat orders)

**Product Management Intern** | IKT INDIA | Hyderabad, India May 2023 – Oct 2023

- Conducted 15+ seller interviews and mapped end-to-end journey; identified 3 critical drop-off points that informed PRD for redesigned onboarding flow
- Reduced seller setup time from 3 days to 6 hours with engineering; converted to full-time PM after 6 months

**Product Operations Intern** | Gangothri Nutrients & Fertilizers | Hyderabad, India Jan 2023 – Apr 2023

- Analyzed regional sales data across 3,700+ dealers to forecast demand; reduced peak-season stockouts by 25%
- Supported go-to-market launch for 2 new fertilizer SKUs; contributed to 85% dealer adoption within first 90 days

## EDUCATION

**M.S. in Management of Technology** Aug 2024 – Expected May 2026  
Arizona State University, Tempe, AZ GPA: 3.6

**B.E. Electrical & Electronics Engineering** 2023  
JNTU Hyderabad, Hyderabad, India

## PROJECTS

**Arizona State University**

**Behavioral Compatibility Dating Platform** Spring 2025

- Identified swipe-fatigue as key drop-off driver in dating apps through competitive analysis; validated with 20+ user interviews revealing 78% prioritize values over appearance
- Designed 15-screen Figma prototype with scenario-based compatibility matching; achieved 85% usability task completion and reduced MVP scope by 40% through feature prioritization

**MicroMove** Fall 2024

- Identified ride cancellations and surge pricing as core pain points through 10 user interviews; sized addressable market at 145K car-free Phoenix commuters across 3 segments
- Led 4-person team to develop GTM strategy, pricing model (\$2 base + \$0.50/mile), and 5-year financial projections with \$202M NPV; pitched to faculty panel

**Global Innovation Analytics** Fall 2025

- Analyzed 1,862 Global Innovation Index records across 130 countries using Python; applied statistical tests (t-tests, ANOVA) to benchmark G20 vs emerging markets
- Identified 15 non-G20 markets outperforming major economies; found education spending showed no significant correlation with innovation output ( $p=0.33$ )

## SKILLS

**Product:** Product Strategy, Roadmapping, PRDs, User Research, MVP Scoping, Go-to-Market, Backlog Prioritization, A/B Testing, Competitive Analysis, Wireframing

**Methods:** Agile/Scrum, Sprint Planning, Stakeholder Management, Design Thinking

**Tools:** Figma, Jira, Notion, Miro, SQL, Mixpanel, Google Analytics

## CERTIFICATIONS

**Certified Scrum Product Owner (CSPO)** — Scrum Alliance Dec 2025

**Digital Product Management Specialization** — University of Virginia (Coursera)