

# Chetan Jonnalagadda

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## PROFESSIONAL SUMMARY

Product Manager who scaled a seed-stage B2B marketplace from 20 to 45+ vendors and grew monthly GMV 2x to INR 15L+ in 9 months across seller acquisition, onboarding, pricing, and retention. Shipped 20+ product releases with a 3-engineer team, improving activation 30–35% and 60-day retention 20%. CSPO certified, MS in Management of Technology at ASU (May 2026).

## PROFESSIONAL EXPERIENCE

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

- Scaled seed-stage B2B handloom marketplace from 20 to 45+ vendors (2.3x in 9 months); grew monthly GMV 2x to INR 15L+ and expanded into 2 new cities/regions, driving 20% of new vendor signups in those cities
- Shipped seller verification flow and bulk catalog upload with 3-engineer team; improved activation (KYC to first listing) by 30–35% and cut setup time 3 days to 6 hours
- Led pricing negotiations and margin analysis across 500+ SKUs, improving gross margins from 25% to 40%
- Defined KPIs and built seller health dashboard (SQL/Mixpanel); flagged at-risk sellers using listing frequency + on-time fulfillment (SLA) + cancellation rate signals and launched seller nudges + priority support queue, improving 60-day retention by 20%

**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
- Created wireframes and UI flows for redesigned onboarding experience; partnered with engineering through 2 design iterations; converted to full-time PM

**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 via competitive analysis; validated with 20+ user interviews where 78% preferred compatibility prompts over swipe-only matching
- 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

- Conducted 10 user interviews to identify cancellation and surge pricing as key pain points; sized market at 145K car-free Phoenix commuters across 3 segments
- Led a 4-person team to build go-to-market strategy and pricing model (2 dollars base plus 0.50 dollars per mile) and 5-year financial projections; pitched business case with 20M NPV to faculty panel

**Global Innovation Analytics** Fall 2025

- Analyzed 1,862 Global Innovation Index records across 130 countries in Python; used statistical testing (t-tests/ANOVA) to identify 15 non-G20 markets outperforming major economies and evaluated innovation drivers

## SKILLS

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

**Methods:** Agile/Scrum, Sprint Planning, Stakeholder Management, Cross-Functional Collaboration, OKRs/KPIs

**Tools:** Jira, Figma, Notion, SQL, Python, Mixpanel, Google Analytics, Excel

## CERTIFICATIONS

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

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