

# 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

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|---|---------------------|
| <b>Product Manager</b>   IKT INDIA   Hyderabad, India   | Nov 2023 – Aug 2024 |
| <ul style="list-style-type: none"><li>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</li><li>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</li><li>Led pricing negotiations and margin analysis across 500+ SKUs, improving gross margins from 25% to 40%</li><li>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%</li></ul> |                     |
| <b>Product Management Intern</b>   IKT INDIA   Hyderabad, India   | May 2023 – Oct 2023 |
| <ul style="list-style-type: none"><li>Conducted 15+ seller interviews and mapped end-to-end journey; identified 3 critical drop-off points that informed PRD for redesigned onboarding flow</li><li>Created wireframes and UI flows for redesigned onboarding experience; partnered with engineering through 2 design iterations; converted to full-time PM</li></ul>   |                     |
| <b>Product Operations Intern</b>   Gangothri Nutrients & Fertilizers   Hyderabad, India   | Jan 2023 – Apr 2023 |
| <ul style="list-style-type: none"><li>Analyzed regional sales data across 3,700+ dealers to forecast demand; reduced peak-season stockouts by 25%</li><li>Supported go-to-market launch for 2 new fertilizer SKUs; contributed to 85% dealer adoption within first 90 days</li></ul>  |                     |

## EDUCATION

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| <b>M.S. in Management of Technology</b><br>Arizona State University, Tempe, AZ           | Aug 2024 – Expected May 2026<br>GPA: 3.6 |
| <b>B.E. Electrical &amp; Electronics Engineering</b><br>JNTU Hyderabad, Hyderabad, India | 2023                                     |

## PROJECTS

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|---|-------------|
| <b>Arizona State University</b>   |             |
| <b>Behavioral Compatibility Dating Platform</b>   | Spring 2025 |
| <ul style="list-style-type: none"><li>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</li><li>Designed 15-screen Figma prototype with scenario-based compatibility matching; achieved 85% usability task completion and reduced MVP scope by 40% through feature prioritization</li></ul> |             |

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| <b>MicroMove</b>   | Fall 2024 |
| <ul style="list-style-type: none"><li>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</li><li>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</li></ul> |           |

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|---|-----------|
| <b>Global Innovation Analytics</b>  | Fall 2025 |
| <ul style="list-style-type: none"><li>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</li></ul> |           |

## 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

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| <b>Certified Scrum Product Owner (CSPO)</b> — Scrum Alliance                         | Dec 2025 |
| <b>Digital Product Management Specialization</b> — University of Virginia (Coursera) |          |