

SPARSH PATIL

Product Manager

Mumbai, India

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EMPLOYMENT HISTORY

❖ **Product Manager, Softpixel Solutions** Jun 2023 — Sep 2023
Mumbai

InstaInsure & SME Solutions - HDFC Life

- Led the development of new term insurance products for partner banks, working closely with underwriting and technology teams to ensure feasibility and on-time delivery.
- Translated business requirements into technical requirements for the development and implementation of new products and features.
- Managed customer onboarding and engagement for 4 lakh customers per month across multiple partners.
- Consistently delivered high-quality products within budget, demonstrating strong project management skills and the ability to effectively manage cross-functional teams.
- Presented product updates and recommendations to senior management on a weekly basis, helping to drive strategic decision-making.

❖ **Product Manager, Homesfy Realty Ltd** Nov 2020 — Jun 2023
Mumbai

Keys CRM

- Introduced audit process to minimize churn rate by 12% and also generated revenue of 7 crores in FY 2022-23.
- Built a product roadmap and strategy to migrate from the desktop website to native app for our agents, based on user demographics and conducting surveys reducing cost to company by 50 Lakhs annually.
- Conducted a strategic review of incentive modules to boost sales, save 12 lakhs annually, and safeguard data.
- Overhauled reports which gave insight into employee performance and projects performance all around top major cities in India. Automated G-sheet dependency and maintenance, saving 30 minutes daily.
- Launched Home Loans module within 6 months which helped users to serve 35% more leads and 18% growth in lead qualification. 9 crores worth of loans has been disbursed in the first 2 months.

Mymagnet.io - Real estate technology platform for brokers

- Took an initiative to develop a product strategy to move towards a SaaS business model and designed a roadmap for next 2 quarters.
- Aligned stakeholders to understand challenges with regard to recruiting brokers, blocks in lead generation and discuss lucrative business offerings to increase MAU by 25%.
- Recommended strategic initiatives like dashboard that highlighted meetings, new projects, business done, brokerage earned and their individual performance in one place which resulted in increase of lead generation by 32%.

Homesfy Real Estate Portal

- Successfully conducted extensive Product research to develop a compelling product vision and roadmap for our own Property Portal.
- Analyzed competitors to identify essential features for our property portal. This competitor analysis helped us understand the market landscape and identify areas where we can differentiate and excel.

KEY INITIATIVES

❖ **Team Building**

- Led team growth from 7 to 24 members by developing and executing a strategic plan that focused on attracting and retaining top talent.
- Established a strong onboarding program that helped new employees get up to speed quickly and efficiently.
- Successfully managed the team through a period of rapid growth, while maintaining high standards of performance.

❖ WhatsApp Bot Implementation

- Automated appointment scheduling, freeing up agents to focus on more complex tasks.
- Provided convenient 24/7 access to property information, resulting in a 7% increase in total activities.
- Personalized the customer experience by recommending properties that were a good fit, increasing the activity-to-booking ratio from 14% to 16%.

❖ In-house Wordpress Alternative

- Improved the website creation process and streamlined lead generation with an easy to use tool by reducing the time it takes to create and host a website from 4 days to less than 3 hours.
- Drafted User Manual and On-boarding tour for the tool

DEVELOPER EXPERIENCE

❖ IT Consultant, Arkk Engineering Jun 2016 — Mar 2017

Detroit

- Created a Web Application for Churchill Crossing using HTML, CSS and Angular as front end technologies and NodeJS with Express as back end technologies.
- Contributed in developing product vision, building product roadmap, designing initial wireframes, providing user feedback to design team, wrote product requirements for engineering team and co-ordinated launch with marketing team

❖ Solution Engineer, Deloitte Jun 2015 — Aug 2015

Harrisburg

- Collaborated with other developers to ensure the APIs were well-designed and implemented.
- Utilized Postman to create and save requests, view response headers and bodies, and debug requests. This allowed me to test and troubleshoot APIs quickly and efficiently.

EDUCATION

❖ Pennsylvania State University May 2012 — May 2016

BS IST (Information Sciences & Technology)

York

Horn Scholarship, Pennsylvania State University, 2014-2016

Member of the Student Body Council 2014-2015

TOOLS

❖ Market Research & Analytics

Google Analytics, SurveyMonkey, Hotjar

❖ Product Management

JIRA, Asana, Click-up

❖ Product design & Technical Documents

Figma, Balsamiq, Miro, Notion, Confluence

❖ User On-boarding & Communications

Userguiding, Usetiful, Discord, Google Meet, Zoom, Microsoft Teams

❖ BI & Database Administration

Metabase, phpMyAdmin