

FAHEEM KODITHODIKA

Product Manager • Kochi, Kerala, IN

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PROFESSIONAL EXPERIENCE

Founder | CEO

2019 - now

Kengram Edtech, Pvt. Ltd. - Kerala, IN

Kengram is a startup focused on helping educators craft engaging e-learning experiences.

- Conceptualized, designed and developed an initial prototype for a web-based learning assistant tool for students that allows them organize, track and analyze their learning journey, using React.js and FastAPI (Python).
- Built a survey-based lead generation funnel using Django (Python) to enable businesses conduct market research, deliver personalized PDF reports as lead magnets and conduct email marketing campaigns in a seamless manner.

Product Manager | Web Developer

2020 - 2023

Spice Brew - London, UK

Spice Brew is a cloud kitchen franchise that delivers Indian cuisine via their robotic kitchens.

- Defined the overall product strategy, including target market, menu offerings, pricing plans and product roadmap.
- Designed and implemented a customer feedback loop for data-driven decision-making and product development.
- Built the brand website, and integrated its online ordering and POS systems.

Sales Engineer

2017 - 2019

Medispo Medical - Jeddah, KSA

Medispo is a medical supplies and equipment dealer catering to small and medium-sized clinics.

- Developed and executed a customer acquisition strategy that resulted in a 30% increase in new customers.
- Conducted product demonstrations and provided training to healthcare professionals on the proper use and maintenance of key biomedical equipment.
- Exceeded sales targets during each year of service, and contributed to a 35% overall increase in annual revenue.

Product Specialist

2015 - 2017

Saudi Medical Services - Jeddah, KSA

SMS was an agency that held exclusive selling and representational rights for top healthcare brands.

- Conducted rigorous market research to identify product opportunities, leading to the launch of the DL Microbial ID/AST system in KSA.
- Collaborated with sales and marketing teams to develop and execute sales strategies, resulting in 23.6% overall increase in company revenue.
- Coordinated and executed product demonstrations and presentations nationwide, resulting in a 110% increase in leads and 20% increase in sales.

EDUCATION

2021 - present (in progress)

IIT - Madras

BS in Data Science & Applications

2022 - 2023

HarvardX, Harvard University

Professional Certificate in Web Programming

2010 - 2015

MESCE, Calicut University

BTech in Electronics & Communications Engineering

CORE COMPETENCIES

- Primary Market Research
- Data Analysis & Visualization
- Product Planning & Launching
- Agile Methodologies
- Full Stack Web Development
- Strategic Planning

ADDITIONAL INFORMATION

Programming Languages & Tools

- Python, JavaScript, C, HTML, CSS, SQL/PostgreSQL, NoSQL/MongoDB
- Django, Flask, FastAPI, Express, Node, React, Bootstrap, TailwindCSS, AWS, Digital Ocean, Heroku

Interests & Hobbies

- Big History, AI, Learning Sciences, Chess, Martial Arts, Self-Development, Travel, Dogs