Shraddha Hosatti [in]

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A dynamic and creative product manager with over 4 years of experience in product strategy and development across a diverse range of products.

PROFESSIONAL EXPERIENCE

Product Manager - Content, upGrad Education
upGrad is the largest EdTech platform for working professionals in India and SE Asia, serving over 2 million customers.
October 2020 - Present

- Heading the technology department, overseeing the development and launch of innovative products in software development, cloud, and DevOps, driving revenue growth from ₹1cr to ₹3cr per quarter through strategic partnerships with AWS Academy, Microsoft Azure, and HCL. Currently leading initiatives to scale this to ₹5cr per quarter.
- Directed comprehensive market research to identify growth opportunities, developing go-to-market strategies that achieved a 300% sales increase in the first quarter of FY 24-25.
- Conceived and launched PitchPro, an AI-powered sales tool providing personalized pitches, leveraging learner data, alumni insights, and competitor analysis, resulting in a 10-20% improvement in sales efficiency.
- Led the creation of RevisionGPT, a GenAI B2C SaaS product, boosting learner retention on the LMS by 15%.
- Served as the primary presenter for GenAI topics on upGrad's YouTube channel, significantly enhancing brand visibility and contributing to a 20% increase in website traffic.
- Developed and curated content for over 15k learners on cutting-edge technologies, including Full Stack Development and Ethereum.
- Managing a team of 4, driving strategies to elevate NPS and CSAT by 1.5 times.
- Innovated the S.M.A.R.T (Study, Make, Attempt, Revise, and Test) study framework, enhancing learner adoption and retention.

Business Analyst, Thomas Cook India
Thomas Cook India is a leading integrated travel and travel-related financial services company with over 25 million customers.
August 2019 - July 2020

- Created user stories, PRDs, test coverage, wireframes, and flow diagrams for all the requirements given below.
- Revamped the UI/UX for flights landing page, resulting in over 30% increase in user interest on the landing page.
- Implemented a dynamic rate change every 30 minutes for over 25 types of currencies for foreign exchange in the Forex landing page and the backend, resulting in increased overall profits by 15% .
- Successfully integrated new airlines like Air Arabia, Air Asia, and several international airlines from the Amadeus inventory, and designed how the integration will look like on the website's UI. Increased the flight bookings on the website by 25%.
- Led and launched a new hotel product from the Expedia integration.

EDUCATIONAL BACKGROUND

Gogte Institute of Technology, Belgaum
BE in Information Science (2013 - 2017)   **74.5%**

Veermata Jijabai Technological Institute, Mumbai
MTech in Software Engineering (2017 - 2019)   **9.5/10**

PERSONAL PROJECTS

Published Paper: E Voting on Ethereum (end to end) - A virtual voting application for democratic countries like India

Pharmaceutical Supply Chain system on Blockchain
- Created a supply chain system to identify counterfiet drugs using a Blockchain network

Know Your Customer for Banking Systems
- Developed a small application for conducting a Know Your Customer process among a set of established banks.

P2P Lending and Borrowing on Blockchain
- Created a Decentralized Finance application on Ethereum for lending and borrowing money among peers.

SKILLS

- Languages - **Javascript|Solidity|C++| SQL|Java|React JS**
- Skills: Product Strategy and Development, Wireframing, AB Testing, Agile Development, Leadership Experience, Cross-functional Collaboration, Customer-Centric Development, Stakeholder Management