VIPUL GOYAL

SENIOR PRODUCT MANAGER

CONTACT

📱 236-514-4321

✉ vipulgoyalm@gmail.com

📍 Vancouver, Canada

SKILLS

Prioritisation and impact assessment

User Feedback Analysis

Result Driven Approach

Product Strategy

Go-To-Market Leadership

Cross functional Collaboration

Change Management

Decision Making

CERTIFICATIONS

(PMI-ACP) PMI-Agile Certified Professional

(PMP) Project Management Professional

Dale Carnegie - Leadership Certified

CSPO, CSM

EDUCATION

Master of Technology | Software Systems

Birla Institute of Technology and Science, India 2014 - 2016

Bachelor of Technology | Computer Science

Punjab Technical University 2004 - 2008

EXPERTISE

Pre-Sales Activities and RFP Management

Vendor Management

PROFILE

Experienced Product Leader with 15+ years of overall experience with 9+ years of proven expertise in driving B2B and B2C product strategies, go-to-market initiatives, and user-centric design. Seeking to leverage my deep product sense, cross-functional leadership skills, and results-driven approach to elevate innovative organizations and deliver exceptional customer experiences.

WORK EXPERIENCE

Senior Product Manager, Tread.io   Aug 2022 - Current

- Developed and refined product strategies, resulting in a **20% increase in revenue** and increasing the **NPS score from 6 to 8.**
- Led the campaign winning one of the largest construction giants, having more than **1000 trucks enrolled** on the platform, increasing.
- Led a customer-facing team, **reducing the churn rate by 57%**, by closing the feedback loops.
- Based on the **North Star plotted Market Opportunity Matrix**, Analyzed Competition, and Prioritized features based on Risk Assessment and User Need Matrix.
- Drove high execution pace and decision-making in ambiguous contexts with multiple stakeholders, resulting in a **30% reduction in time-to-market** for key features.
- Collaborated intimately with visionary leaders to align product vision with business objectives, resulting in a **25% increase in innovation-driven revenue,** and 15% increase in **feature adoption**.
- Operationalized processes, resulting in a 30% reduction in development cycle time and a **20% increase in on-time product launches**.
- Championed continuous process improvement initiatives, leading to a **15% increase in team productivity**.
- Maintained timely and quality communication with internal and external stakeholders, ensuring **95% stakeholder satisfaction**.
- Played a pivotal role in driving adoption of cloud technologies in product offerings, contributing to a **40% increase in product scalability and performance**.

Senior Product Manager, Thinkific Labs   May 2021 - Aug 2022

- Owned end-to-end outcomes, demonstrating 100% responsibility for product success and driving a **10% improvement in customer retention rates**.
- Boosted customer base penetration by 11% by devising creative promotional approaches.
- Coordinated with Marketing teams to develop go-to-market strategies and campaigns, resulting in a 20% increase in product awareness and **35% increase in ARPU**.
- Came up with Agile best practices, breaking the task into the smallest piece possible decreasing the **cycle time by 50%**.
- Thrived in a fast-paced, highly-adept team of 15 engineers and two designers to develop and prioritize product features and built a product roadmap.
- Conducted market research and customer analysis, leading to the identification of a new target segment that resulted in a **30% growth in customer bas**e.
- Managed the entire product lifecycle, resulting in a **15% increase in product revenue** within the first year of launch.

Senior Technical Product Manager, GlobalLogic   March 2014 - May 2021

- Delivery Management, Stakeholder Management, Risk and Conflict management.
- Spearheaded Pre-sales and brought **2 new customers to the organization**.
- Achieved results through tireless pursuit, quickly initiating corrective actions to course-correct when necessary, and driving scrappy solutions for a **5% increase in feature adoption**.
- Implemented customer-centric enhancements, proactively identified and solved problems, successfully diagnosing and addressing issues while fulfilling core responsibilities.
- Demonstrated low ego by prioritizing company success, leading to collaborative discussions focused on results and growth.
- Managed prototyping designs and coordinated mass production.
- Championed customer experience through expert analysis and communication.