Insha Kanue

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EXPERIENCE (7 YEARS 10 MONTHS)

Product Manager, HRS Group, Germany *(Remote)* **Sep'22 – July'25**

HRS Group is a leading global business travel tech company and one of Europe's top three hotel booking platforms.

- Launched Datahub, a scalable data ingestion platform, reducing onboarding time by **40%** for global travel data, enhancing cross-team accessibility, and enabling analytics and AI use cases that drove a **15%** revenue increase
- Built and deployed Mission Control Analytics Dashboard, enhancing customer operations performance by **95**%
- Achieved **96.7**% optimization in lead generation and **€28500**/year cost avoidance by developing Marketing Lead Dashboard
- Established Budget hotel type Classifier service for improving Recommendation Engine, contributing **€12M** in revenue
- Productionalized Star Category back fill service for upgrading Recommendation Engine, enhancing revenue by **€3.5M**

Product Owner, HRS Group, Germany *(Remote)* **Aug'21 – Aug'22**

- Developed and executed product roadmap for Hotel Reviews Sentiment Analysis, resulting in **30**% increase in customer satisfaction
- Analyzed customer data to inform product decisions for SigMail (Email Classification Service), boosting user engagement by **25**%
- Collaborated with stakeholders to prioritize product features for Fraud bookings detection service, reducing fraud by **70**% and increasing revenue by **45**%

Product Manager, Hypha.cc, UK*(Contract)* **Apr'21 – Jun'21**

Hypha is an AI-powered platform that enables strategic ideation and fosters innovation across teams, businesses, and communities.

- Led global market research with cross-functional teams, identifying **5+** AI-driven product opportunities that expanded Hypha's product pipeline by **30%** and shaped **2** strategic roadmap initiatives
- Partnered with cross-functional teams to identify a high-impact AI product, driving Hypha's entry into the **$30B** knowledge management market and contributing to a **25%** expansion of its product portfolio
- Engaged directly with stakeholders at Reckitt and IKEA to recruit **20+** target users for product testing, accelerating validation of the AI product's real-world effectiveness and reducing time-to-feedback by **40%**

Product Manager (Partner, Digital Transformation), **FastBeetle** **Apr'20 – Mar'21**

FastBeetle is a logistics tech platform enabling micro-entrepreneurs and SMEs with last-mile delivery solutions, managing over 300,000 shipments per month.

- Orchestrated a digital transformation initiative, automating manual workflows to reduce delivery times by **25%** and boost user satisfaction by **35%**, enhancing overall product efficiency and customer experience
- Drove the go-to-market (GTM) for a warehouse management product to track delivery operations, improving operational efficiency by **35%,** reducing annual costs by **$6,872**, and scaling adoption across franchise partners
- Liaised with e-commerce leaders like Amazon, Flipkart, Myntra and Lenskart to define product requirements, prioritize features, and deliver tailored last-mile delivery solutions, resulting in a **25%** increase in repeat business

Founder Head of Products, Byoul.co **Jun'18 – Mar'20**

Byoul is an IoT based smart farming platform built for monitoring & controlling the crop field, automating agriculture tasks and providing data driven insights and predictions.

- Conceptualized and successfully launched platform with a comprehensive suite of features, including real-time monitoring, predictive analytics, and automated irrigation, resulting in a **25**% increase in crop yield and a **30**% reduction in water usage
- Conducted market research and user interviews with farmers and agri-experts to identify pain points and meet user needs, driving iteratively refined product features that increased user satisfaction by **40%** and improved retention by **20%**
- Established strategic partnerships with farmers and agricultural cooperatives, negotiating contracts and leading integration efforts that expanded platform reach by **40%**, increased functionality, and drove a **25%** boost in recurring revenue

Front-End Developer, Corp.H **Sep'17 – Oct'18**

Corp.H is a technology consultancy that transforms businesses by generating ideas and building robust web and mobile apps.

- Developed user-centric web and mobile applications across multiple industries, leveraging technologies like HTML, CSS, JavaScript, and React, resulting in a **30%** improvement in user engagement and a **20%** reduction in development time
- Teamed up with design, backend, and project management teams to deliver complex UI/UX features, enhancing user experience and increasing feature adoption by **25%** while reducing interface-related support tickets by **30%**
- Implemented performance optimization initiatives by implementing efficient development practices, reducing load times by **40%** and increasing user engagement by **25%**

SKILLS

- **Core Competencies:** Product Vision & Strategy, Strategic Planning and Execution, Roadmap planning, MVP development, Product Market Fit, Budgeting & Resource Allocation, OKRs, Agile and Scrum Methodologies, Backlog management, Product Lifecycle Management, Business Case Development, Market Segmentation & Targeting, Market Research, User-Centered Design, Prototyping & Wireframing, Documentation (PRD, Narratives, PRFAQ), Quality Assurance & A/B Testing, Product Led Growth (PLG), Product Launch & Go-to-Market Strategy, Key Performance Indicators (KPIs), Service Level Agreements (SLAs), Stakeholder management
- **Technical:** Python, SQL, Data Analysis, Data Visualization, API Integration, AWS, Git
- **Tools:** Jira, Confluence, Miro, Figma, Replit, Lovable, Microstrategy, Power BI, GitHub Copilot, Cursor, Claude Code

EDUCATION

Post Graduate Diploma in AI-ML, PM, Design	Plaksha University	Tech Leaders Fellowship (100% Scholarship)	2020 – 21
Post Graduate Program in Business & Entrepreneurship	Naropa Fellowship (100% Scholarship)	2019 – 20
B. Tech Computer Science & Engineering	Islamic University of Science & Technology (60% Scholarship)	2013 – 17

ACHIEVEMENTS

- Regional **Finalist,** tGELF Entrepreneurship World Cup 2019, selected among **30,000** applicants all over India
- **Runner-Up**, UPitch IXI Summit 2020 by UIncept Accelerator, ranked top **5** of **300+** startups
- **Udacity Google** India Challenge Scholarship recipient, top **1%** of **1,30,000+** applicants; completed Nanodegree