

# Gurvinder Singh

✓ Sr Product Manager   ✓ Chief of staff   ✓ Product Owner   ✓ Designer, Builder   ✓ B2B SaaS

Impactful Contributions:

- 16 years of experience in diverse roles **including Sr Product Manager, Business Analysis, Chief of staff, Product Owner, Delivery manager, Designer, Project Management, full stack development, Data analysis, AI ML, Gen AI PM, AI developer, CRM/CSM, and Agile Coach** across startups to mid-sized companies (**Products and Projects across B2B SaaS, B2C**).
- Supported CxOs, VPs, and Senior Managers in managing end-to-end Vision, Strategic Goals, OKRs, Roadmaps, Backlogs, Operations, Product Development, KPIs, and UAT.
- Defined and executed product vision, strategy and roadmap using market analysis, competitor research, stakeholder insights, and user research.
- Gathered and applied customer feedback (VOC) to inform product decisions and enhancements.
- Owning the end-to-end product lifecycle from ideation, design, development, launch, post-launch feedback and iterations.
- Partnered with marketing, customer success, sales, and engineering teams for seamless product delivery.
- Cultivated strong relationships with key customers to understand needs and enhance satisfaction.
- Ensured designs solve real user problems through user research and usability testing.
- Monitored customer feedback and usage data to address potential issues early.
- Built teams through collaboration with HR for various product/project requirements.
- Provided Agile coaching and training on Scrum ceremonies and methodologies.
- Led product development for Gen-AI/ML products, including VaaS, RAG (LLM powered) chatbots, mobile apps, AR/VR, and web platforms.
- Achieved 20% reduction in delivery timelines, 30% improvement in stakeholder satisfaction, and 25% boost in team productivity.
- Improved challenging client relationship, resulting in 18% business increase.
- Developed deep understanding of user challenges to guide product development.
- Led comprehensive onboarding programs for new users.
- Expertly launched new products and initiatives from ideation to execution – using Design thinking, scrum, sprint planning.
- Managed product progress through metrics and KPIs, maximizing business value and reducing time-to-market.
- Identified and mitigated risks, ensuring effective resolution of issues and dependencies.
- Provided training and educational materials to optimize product feature utilization.

Skill expertise:

- |                                   |                                   |                                  |
|-----------------------------------|-----------------------------------|----------------------------------|
| • Market Analysis and Research    | • Data analysis, AI - ML analysis | • Agile - Scrum Practices        |
| • Product Management              | • User Acceptance Testing (UAT)   | • Roadmap Development            |
| • Brainstorming ideas & features  | • Stakeholder Management          | • OKR Management - KPI Tracking  |
| • PRD (Product req document)      | • User Research                   | • Mobile App Development         |
| • Epics – Features - User stories | • Voice of Customer (VOC)         | • Product Launch (GTM)           |
| • Product designing               | • Cross-functional Collaboration  | • Web - API Development          |
| • Product Backlog                 | • CSM – CRM - Account management  | • Performance Improvement        |
| • Strategic - Delivery Management | • UX - UI Collaboration           | • Client Relationship Management |
| • Project Management              | • Usability Testing               | • User Onboarding                |
| • Product Ownership               | • Team Building                   | • Risk Management                |
| • AI Product (Gen AI - RAG)       | • Release schedules               | • Training - Coaching teams      |

Tools expertise:

Category	Tools
Product Vision, Strategy, Roadmap	Linear.ai, Jira, Microsoft 365, AI tools, Prototyping, Designing, Mockup.
Product & Project Management	Design Thinking, Double Diamond, Lean Thinking, CPM, Agile development, Scrum, Kanban, SAFe,
Design	FigJam, Miro, Mural, XMind.
Market Research, VOC	SurveyMonkey, CRM, CSM, Internal tools, Surveys, feedback collection from stakeholders.
Requirement Gathering & Analysis	OKRs, Epics, Story Mapping, Balsamiq, User Stories, User journey mapping, Jobs to be done, Personas.
Data Analysis/Product Analytics	Python, SQL, AI, ML, Excel, Sentry, Heap, PostHog.
Full stack development	Python flask stack, MERN, MEAN, PostgreSQL, firebase.
AI development tools	Open AI, APIs, Cursor, Replit, Google IDX, Google Colab.
Agile Coaching, Delivery	Agile frameworks, Scrum, Kanban, Team management, Org change & transformation management.

Academic Background:

Masters in Business Administration (MBA) - Goa University  
Bachelor of Engineering/Bachelor of Technology (B.E/B.Tech) - Goa University  
Certifications: CSM, CSPO, ICP-ACC

Experience details:

Vision Group Retail Pvt Ltd. (INSIGMA-Maxerience) [clients Coca-Cola | Walmart] - Sr. Product Manager- 2022 to 2023  
Freelance Consultant - Product Manager | Product Coach - 2020 to 2022  
Horigine Consultancy (HQ Novozymes Pvt. Ltd. - Denmark) - Product Manager | Product Coach -2019  
Freelance Consultant - Product Manager | Product Coach - 2017 to 2019  
XPI Solutions Pvt. Ltd. (XCM solutions - HQ Boston, USA) - Product Manager - 2016 to 2017  
J.A. Pvt. Ltd. (at GHT - London, UK) - Project Manager- 2013 to 2016  
G.E. Limited - Software Developer | Agile Coach - 2011 to 2013  
J.A. Pvt. Ltd. - Software Developer | Scrum Master - 2007 to 2010