

# Sai Sashank Kuppa

Product Manager

Build. Release. Learn. Repeat.

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## WORK EXPERIENCE

### Product Manager / Analyst

08/2022 - Present

Tide is a global business finance platform that aids SMBs/MSMEs (<https://tide.co>)

Achievements/Tasks

- Improved design and delivery of **in-app comms** resulting in higher in-app engagement (10% higher CTR rel.) and reduced delivery time for CRM teams (up to 14 days)
- Co-created vision + **strategy** + **roadmap** for newly created platform team by working closely with senior leadership.
- Provided strategic insights to teams across Tide (**onboarding** + **subscriptions** + platform experience) to design roadmap + features.
- SME for all things related to **user behaviour tracking** using CDPs (event tracking, data infra, etc.)

### Cofounder and Product Lead

07/2021 - 08/2022

A social media platform for professionals designed to deliver career support and mentorship.

Achievements/Tasks

- Designed **product and business strategy** after interacting with over 400 students, twelve college administrations, and analyzing 50+ global competitors.
- Built two **prototypes** (one in Web2 and one in Web3), a website, an **MVP** and ran 20+ **experiments** to collect feedback from our initial users.
- Raised an **angel round** valued at INR 4Cr after bringing in soft commits for **pilots** from two colleges and building a **waitlist** of 400 people from India's top companies.
- Built and **managed a team** of 15 people remotely, including interns from across India.

### Associate Product Manager

Park+

10/2020 - 04/2021

Achievements/Tasks

- Managed the development and maintenance of **eight products** in the Daily Car Cleaning vertical - scaling it from 10 cars to 1000 cars in 35+ societies in two cities (Gurgaon and Bengaluru) over two months.
- Enabled real-time tracking of key metrics by **setting up event analytics** through SDK and API integrations with MoEngage, CleverTap, Branch.io and Google Analytics, and **training non-tech teams** in analytics.
- Increased the **MAU by 4x** over two quarters by optimizing key product flows in user onboarding & retention in collaboration with Growth Teams.
- Designed the **user flows, wireframes and APIs** for pilot integrations with HTMedia (FASTag sales and recharges) and Uber (parking spots for drivers).

## SKILLS

Product Strategy

SQL

CDP

Analytics Tooling

Figma

JIRA

Confluence

Documentation

Wireframing

Stakeholder mgmt

## EDUCATION

### Bachelor of Engineering

BITS Pilani

08/2016 - 05/2020

Activities and Societies

- Placement Unit, Peer Mentorship Program, BOSM Design and Publicity Team, Poetry Club, National Service Scheme (NSS) and English Drama Club

## PERSONAL PROJECTS

### Peer Mentorship Program

(09/2018 - 04/2020)

- Built a data-informed organization consisting of 800 mentees led by 80 mentors and 10 executives dedicated to assisting freshmen and sophomores
- Created the vision, mission and working principles for the team along with **operational frameworks** and **execution strategies**
- Retained 90% of mentors and increased number of mentees 21% MoM through the design and execution of online and offline recruitment and retention plans
- Devised strategies to improve organizational performance by performing **hypothesis testing** and **t-tests** on feedback collected from mentors and mentees