Lionel Cardoza

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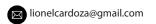
I am a **Senior Product Manager** passionate about solving business and customer problems through data engineering driven products and usability-centered UI/UX design. I have 10 years of experience, 7 years in Product specializing in building, scaling & monetizing web & mobile apps to align with customer needs and business objectives. At Tide.co I drove business value and delivered outcomes through products impacting 400k businesses in UK, Europe & India.

Tide.co - India (remote)   2021
Senior Product Owner, Member Engagement

- Led the development and launch of Member Connect MVP with a budget of £130k
- Responsible for agile planning of the roadmap, backlog prioritisation & delivery of quarterly OKRs with cross-functional stakeholders & an agile team of 10 Engineers
- Project managed dev & launch of a new Plus annual plan to scale & diversify revenue
- Planned strategic initiatives with exec stakeholders to significantly drive new member acquisiton, retention and member satisfaction.

Stockal.com - Bangalore, India   2019 - 2020
Product Manager

- Led Product growth increasing Paid users from 15K to 65K in 12 months
- Built a Data/ML product "Stacks" generating $250K AUM in first 6 months of launch
- Built new value-added features on Stockal by integrating 3rd party Cloud Data APIs
- Solution-architected optimal cloud solutions for products to reduce Cloud costs
- Reduced Customer Support tickets by building Dashboards & Alerts to automate and streamline internal DevOps
- Diagnosed Customer operational issues coordinating with Customer Support & Tech, impacting Customer retention and business revenue

Moneycontrol.com Network18 - Mumbai, India   2017 - 2019
Product Manager

- Strategized product roadmap & growth strategy for Moneycontrol (MC News) increasing unique user DAUs by 130% in 2 years
- Developed web & mobile app news features, tools & services which generated 46MM+ PageViews on Election-day 2019 and 22MM+ unique users
- Managed growth, monetization and content-partnerships of MC News
- Improved reach, distribution, discovery & engagement by innovating new products
- Scaled growth of MCPro subscription product & subscription revenue stream
- Developed a new user-monetization channel for MC News on Google Home
- Optimized SEO KPIs for boosting organic traffic & organic Ad-revenue
- Improved stakeholder productivity by automating operational processes & streamlining workflows

Equitymaster.com - Mumbai, India   2016-2017
Product Marketing Manager

- Managed subscriber-growth of 5 MinWrapUp's 2.5 lakh subscribers
- Worked on 5 MinWrapUp's user-acquisition through AdWords, Display, Native, Programmatic ads, Affiliate ads, Facebook ads & organically
- Performed Marketing analytics & developed targeted campaigns & sales funnels to generate +RoI on Ad-Spends & optimize CAC-to-LTV
- Optimised traffic-acquisition (TA) channels by measuring LTVs, CAC, zero-day conversion rates & CAC payback periods

MyLegalNet - Mumbai, India   2015-2016
Product & Growth Marketing Manager

- Strategised Lawyer & Customer acquisitions on the platform

Key Skills

Product Strategy
AGILE SCRUM · Product Market Fit (PMF) · Retention · Feature Adoption · Monetisation · GTM · User Research · MVP · Subscription Pricing · Growth

Product DevOps
JIRA · GitHub · Postman · DataDog · AWS CloudWatch

Design UI/UX & Wireframing
FIGMA · FigJam · Miro · Mural · Adobe xD · Adobe CC · InVision

Coding
SQL · Python · JSON Rest APIs · CSS3 ·

Cloud
AWS · GCP · Azure · Digital Ocean

Data Analytics
Looker · Heap · Segment · Google Analytics 360 · Firebase · Google Data Studio · Excel 365

Growth Marketing
PPC Paid Marketing · CRM Email Marketing · Marketing Automation · AdTech

Education
BSc. in Electrical Engineering, 2006 Virginia Tech USA

Certifications
Certified Scrum Product Owner (CSPO) Scrum Alliance KnowledgeHut 2018

Awards
Employee of the Month - Moneycontrol Network18 Dec. 2018