

I am a Data-driven Product Manager with a passion for building products to help Customers succeed and achieve Business objectives.

I have 10 years overall, 6 years Product experience building scalable, user-friendly Web & Mobile Apps and driving user-growth, user-engagement & monetization.

As a Senior Product Manager at Stockal, my key responsibilities were strategizing and growing the platform, users and revenue. I developed & launched value-added products and features to acquire new users, retain existing users and differentiate from competitors. One of the significant Data/ML products I built - "Stacks" generated \$250K revenue in 6 months. I worked with cross-functional teams to strategize the MVP, Pricing, Go-to-Market (GTM) & Product Market Fit (PMF) for Stacks.

Another area I worked closely on was platform DevOps - resolving Operational Customer Support issues quickly. I increased response times by building a Dashboard to alert our Developers & Customer Support Teams of platform issues which speeded up troubleshooting. I helped automate the DevOps workflows which overall improved Customer Satisfaction & Retention.

Thirdly, a high business-impact area I worked on was using Stockal's existing customer Data for new customer acquisition. This shortened Sales Cycles and helped onboard new Users and Partners thereby growing users from 15K to 65K in 12 months.

Prior to Stockal, I was the Lead Product Manager at Moneycontrol News (MC) - the 2nd largest Content Publisher in India. I built content products which organically acquired users, increased engagement and maximized Ad-revenue. A significant project I worked on was a Subscription product - MC Pro which got 50K user-signups in 6 months. I worked closely with stakeholders to build a successful Content model & Pricing strategy for MC Pro.

In addition, I also worked on distributing content on partner-channels like Google & Jio for maximizing reach, revenue and brand-positioning for MC. I built a Voice App on Google Home & Amazon Alexa offering users a rich differentiated audio-experience to consume content and it also had business importance as it introduced a new Ad-revenue stream.

Over the past 6 years working on several successful Products, I have gained a strong hands-on experience in growth challenges of scaling up products, PMF, customer acquisition, retention, reducing churn & increasing user-monetization.

My passion and career interests are solving these challenging customer problems, strategizing product-market fit and leveraging Data to build value-added Products. My diverse experiences and skills give me a unique analytical perspective as a Product Manager which I would love to bring to the team at your organization and help achieve its mission.