

PRERAK MADAN

6+ years of experience in Product Management

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PROFESSIONAL EXPERIENCE

Product Manager

TNQ Tech 📅 08/2024 - Present 📍 Chennai, India

TNQ Tech provides innovative solutions as a supplier for leading publishing houses, ensuring efficient and high-quality publishing workflows.

- Onboarded and led initial development of PubC driving progress toward 100% progress tracking transparency for publishers and societies.
- Delivered an MVP within 3 months, enabling a 30% reduction in manual intervention.
- Streamlined system integration with 3+ teams, cutting data update time by 20%
- Initiated workflow automation to improve client query resolution by 40%.
- Integrated cross-system reporting, saving 20+ hours/week of manual effort for internal teams.
- Deployed Microsoft clarity for analytics boosting feature adoption by 60%.

Product Manager

Dubpro.ai 📅 09/2023 - 08/2024 📍 Noida, Uttar Prdaesh

Dubpro is an AI-powered video dubbing company employing a human-in-the-loop approach for seamless audio localization.

- Led redesign of website, from conceptualization to implementation, to enhance user experience and engagement.
- Identified drop-off in conversions due to existing pricing structure; introduced per-minute subscription model, resulting in 5x increase in conversion rates.
- Strategically guided team to target YouTube creators, boosting subscriber rate 3x, aligning with product constraints, and expanding market reach.
- Introduced subscription model enabling Monthly Recurring Revenue (MRR) forecasting for the company.

Product Manager

Dhwani Rural Information Systems

📅 10/2020 - 09/2023 📍 Gurugram, Haryana

Dhwani provides technology solutions to impact initiators in streamlining their process on and off the ground.

- Built 3 products that has been able to augment impact over 1 million end user.
- Built and led a team of 35+ APM, developers, UI/UX designers, QAs and analysts.
- Performed 200+ hours of stakeholder interviews to elicit comprehensive requirements and designed a dynamic, no-code solution to address their needs.
- Established and curated strategic partnerships with 5 of 20 top CSR's which resulted in 2 Cr additional annual revenue.
- Planned and estimated 2-week sprints, resulting in a 20% reduction in product roadmap delivery time.

Associate Product Manager

Fitdote 📅 10/2019 - 10/2020 📍 New Delhi, Delhi

Fitdote is a fitness services aggregator platform that provides fitness services solution to enthusiast.

- Conceptualized & launched multiple in-house lead-gen mechanisms across the site to increase conversion rates by ~120%.
- Designed & optimized the demand-supply matching algorithm to increase conversion % from <10% to 55%, through sequential AB testing.
- Spearheaded the 0-1 launch of 3 new online e-commerce verticals -packages, personal training and weekend activities Getaways

Junior Analyst

Executive Ship Management 📅 01/2019 - 08/2019 📍 Singapore, Singapore

Executive Ship Management is a shipping company working in tankers fleet.

- Worked with cross-functional teams to eliminate two processes and reduced lead time by 11%.
- Cost Optimization through Spare Part Consumption Analysis by 5 %.

CAREER HIGHLIGHTS

Cost Saving Of 1 Cr

Through efficient dynamic feature development and redesigning of modules, my team at Dhwani saved over 1 Cr in the deployment process annually.

Breakthrough Business Modeling

Revolutionized business approach through meticulous market research and 50+ hours of interviews, pinpointing YouTube and Instagram creators as ideal revenue initiators Insight

Business Generation

Discovered new clients, negotiated over partnership deals worth 5 CR with key customers based on insights gathered in product development phase at Dhwani.

Upselling Strategy

Successfully upsold new product features to existing customers after doing customer needs analysis, resulting in a 30% increase in average deal size and generating an additional 25 lakh in revenue annually at Dhwani.

Initiated Revenue Stream

Launched system via web portal, acquired 3000+ paid customers in first 3 months at Fitdote.

Brand Management

Forged strategic partnerships with top fitness brands (Goathlos, Yoga Bar, Gorillas, etc.), creating compelling promotions that effectively increased customer acquisition and significantly boosted brand visibility

EDUCATION

B. Tech, Marine Engineering

Indian Maritime University

📅 08/2014 - 07/2018

GPA
7.9 / 10

KEY ACHIEVEMENTS



Gem Award 2022/23

Received Gem award at Dhwani during 2 consecutive years



Consecutive Promotions - 2021/22

Achieved accelerated growth to leadership roles at Dhwani.



Felicitated by Director, SIMS - 2018

Best Cadet Captain Award - 2018

TECHNICAL SKILLS

Scrum	SEO	AB Testing	SQL	UI/UX
Growth	Figma	Agile	User Analytics	
Postman	Click-up			