

## MONISHA SOOD

(608) 658-7795 | [monisha.sood@wisc.edu](mailto:monisha.sood@wisc.edu) | [LinkedIn](#)

### SUMMARY

Product Manager with 6+ years of experience leading cross-functional teams, building scalable workflows, and delivering high-impact digital products, most recently driving automation, MVP delivery, and fundraising systems at an early-stage sports tech startup.

### EDUCATION

University of Wisconsin-Madison, Wisconsin School of Business

05/2026

Master of Business Administration, Technology Strategy and Product Management

Punjab University, India

06/2018

Bachelor of Arts, Sociology Honors

### PROFESSIONAL EXPERIENCE

#### SecondWind Pro

##### Product Manager – NIL Technology & Strategy

06/25- Present

- Led a cross-functional team of **8** members across data, engineering, and fundraising to launch MVP v1 of SecondWind's NIL Valuation Platform, enabling verified NIL profiles for **25+** Division 1 athletes in the first month.
- Developed and executed the product roadmap, prioritizing features through user research and feedback; supported **\$500K+** in active fundraising by aligning platform value to donor strategy.
- Designed and implemented Airtable- and Zapier-based automations, reducing manual outreach tasks by **70%** and ensuring scalable engagement with **100+** schools and collectives.
- Built core internal operations processes for the fundraising team and led weekly leadership standups, increasing team coordination and delivery speed by **~40%**.

#### Flyhomes

##### Product Strategy (Sales Ops & Leadership)

06/23 - 06/24

- Migrated sales compensation plans with **100%** accuracy to third-party vendor by effective cross-functional team collaboration. Successfully managed **\$600K** for agents, Created marketing plans that improved agent and customer engagement, leading to a **17%** boost in CSAT.
- Saved **\$48MM** by researching market trends and internal data to refine variable incentive compensation plans, maintaining high agent motivation and performance.
- Onboarded **50+** new sales associates in **3** days by designing impactful training sessions and providing mentorship to foster process improvement and optimization.
- Improved team effectiveness by **28%** through performance assessment of **78** members by defining metrics and maintaining interactive dashboards on Airtable, leading to employee promotions.

##### Associate Product Manager

04/22 - 06/23

- Led end-to-end product development, from initial concept to execution, created user stories, reducing SLA by **8%** and improving UX through client feedback, product inspections and proactive maintenance; enhanced user experience (UX) by accommodating client preferences, ensuring seamless project execution and client satisfaction.
- Spearheaded cross-functional testing and strategic projects execution that boosted team efficiency by **68%** and customer satisfaction by **32%**.
- Adapted to shifting business goals by implementing agile workflows, leading to **20%** faster product delivery in the product roadmap, and conducting meetings for sprint planning and retrospective to ensure strategic progress and goal alignment.
- Utilized SQL and interactive dashboards to track KPIs, derive insights, and refine strategies that improved team effectiveness by **28%**.

##### Senior Operations Associate

01/21 - 03/22

- Saved **\$50,000** per transaction on average by developing home pricing strategies to analyze home prices and provide thorough reports to clients, enabling them to make informed comparisons.
- Collaborated with multiple teams to ensure end-to-end operational excellence, overseeing over **200 closings** while maintaining a strong focus on customer needs and problem-solving.
- Improved team compliance and efficiency by **78%** by training **7** operations team members and developed training videos and programs.

##### Operations Associate

06/19 - 12/20

- Enhanced workstream efficiency by over **52%** through streamlined processes and reduced dependency by implementing new SOPs, creating Basecamps and automating workflows using Zapier.
- Audited **500+** transactions to identify discrepancies and enhance accuracy, creating a dashboard on google Dashboard to monitor closed deals while managing operations and ensuring compliance with regulatory standards.
- Coordinated BAU and ad-hoc tasks across WA, CA, OR, and TX, ensuring operational excellence by collaborating with stakeholders from different teams and managing teams across multiple time zones.

### TECHNICAL SKILLS & CERTIFICATIONS

**Certifications:** Business Management (LBS, UK), SQL, Product Management (Udemy), MS Excel (Udemy), Power BI, Generative AI for PM, Six Sigma  
**Tools and Languages:** Wufoo, Asana, JIRA, Confluence, Salesforce, Airtable, Zapier, Lucidchart, SQL, HTML/CSS, SAS, FIGMA, Outlook, R, Data Studio, Github, Agile, Scrum, A/B Testing, MVP Development

### AWARDS AND RECOGNITION

- Honored as 'The Most Trusted Partner' for closing contracts worth **\$10 million** and building strong client relationships.
- Awarded 'Superstar of the Month' in Jan 2023 to improve productivity by **30%** and surpassed targets through process improvement with Skedulo (deskless productivity cloud solution)
- Awarded 'Product Impact Champion' for launching the MVP and improving workflows to boost engagement and reduce manual work.