NIMIT KHURANA

Senior Product Manager, Salesforce

Product Manager with experience in Management Consulting. I am a technology enthusiast with experience in consumer, enterprise, and internal Product Management roles. I have more than 14 years of experience in delivering improved customer experience.

PROFESSIONAL EXPERIENCE   14 YEARS+

Salesforce, Bangalore
Senior Product Manager   *Mar.'24 – Present*
- Leading 'Knowledge Base Management' portfolio under Service Cloud. Launched product capabilities worldwide like Feedback Management, Unified Knowledge to create extended Knowledge Base, AI grounding capabilities, Self generation of knowledge basis information in service cloud (cases, etc) leading to increase in AOV by more than $5M.
- Launched Enterprise Knowledge to bring in structured and unstructured external knowledge from other KMS like confluence, Jira, Youtube, GCloud, Service now etc. leading to five new customers worth more than ~$2M each

Amazon, Bangalore
Senior Product Manager   *Feb.'19 – Feb'24*
- Leading 'Brand Experience' under vertical shopping at Amazon. Launched product capabilities worldwide like New Launch Experience, Pre-booking, Expert Reviews, Brand Showcase, Gen AI based review summarization etc. leading to OPS increase of more than $50M.
- Delivered 20% improvement in conversion for the Renewed category by identifying feature opportunities through user research and business impact analyses and incorporating the feedback to redesign product discovery flow.
- Launched diagnostics app integration at warehouse for Renewed products leading to 10% reduction in Returns Rate and 20% reduction in Contacts Per Order (CPU). I led a cross-functional team to brainstorm during feature generation and prototype to get the most leverage
- Led the study of lapsed customers to identify the customer pain points and dialed-up multiple experiments to mitigate risk and ensure a successful feature launch.
- Appointed as A/B experiment bar-raiser for India squad.
- Won 'Day 1 Excellence award' 3 years in a row for managing GTM for pre-booking and other features during High Velocity Events (HVE).

NestAway Technologies Private Limited, Bangalore (Startup - Home Rental Marketplace)
VP – Product Management   *June'16 – Feb.'19*
- Product owner for Owner and Tenant Management flow across all channels - Web, mobile and apps. Worked with 30 SDEs strong tech team to deliver value to the customer using **Agile** principles
- Applied **Design based thinking** for App flow redesigns leading to ~20 points improvement in NPS
- Launched **payments overhaul** with instant payment options like UPI payments for customers
- Identified the need-gap and launched innovative 'Zero Deposit': offering house on rent with zero security deposit based on tenant credit risk mitigation algorithm.
- Designed and launched Nestaway Assure – subscription-based maintenance plan leading to 5 points improvement in NPS
- Re-invented the prospective tenant visit process to make it personnel-less, leading to ~15% improvement in conversion.
- Helped set-up **A/B testing** platform for the company and used the principles to identify the right position/format of the house pictures to increase customer engagement and conversion.
- Implemented automated **rule-based engine** to link customer feedback to retention strategy leading to churn improvement.
- Implemented **machine learning** based rent predictor of houses leading to faster occupancy and better owner NPS.
- Designed and launched, a highly integrated, scalable internal product platform that became the single, reliable source of truth for the company using **SalesForce**.
- Designed and implemented IoT initiative to make the visits, move-in/move-out process more scalable and efficient.
- Improved cost attribution and appropriation through implementing PO based ordering and floor layout.
- Delivered 10% reduction in working capital owing to Security-Deposit-on-Actuals feature.
- Redefined house life-cycle identification status for right inventory status leading to better churn management.

PriceWaterhouse Coopers Private Limited, Mumbai
Principal Consultant   *Sept.'13 – June'16*
Growth Strategy - FMCG
- Designed GTM strategy & executable plan for a fragrance-based FMCG company.

- Defined strategic blueprint and key initiatives to be undertaken for a **new product launch** by bringing key insights and trade-offs to the table.

Strategic Sourcing
- Helped an auto component manufacturer establish Global Strategic Procurement center to leverage Economies of scale
  - o Initiated and assisted in setting up the Global Strategic Sourcing Organization (GSSO).
  - o In turn helped in achieving procurement efficiency, driving lower input cost hence maximizing ROCE.

Procurement Excellence
- Developed a horizontally deployable model for cost reduction through vendor consolidation for an Oil & Gas sector client.
- Developed a Vendor risk rating system & integrated it with the Quality Risk Management System for risk mitigation of the supply chain of a paper client.

Supply Chain Management
- Prepared Auto Supplier Consolidation report which helped clients in identifying cost saving opportunities.
- Streamlined inventory management through aligning factory supply chain with suppliers and customers.

Quality Management
- Developed Product Quality Rating system which helped bring focus on specific value streams and eventually plan of action for improvement.

Lean Practices
- Designed a world-class Lean Manufacturing roadmap for a paper major and implemented the same with an annual cost benefit of 10% of the revenue.
- Facilitated client in various Focused Improvement Projects using Six Sigma Methodology.

TATA Motors Limited, Pune

Product Manager – Prototype Planning and Manufacturing   *July '07-June '11*
- Responsible for manufacturing the prototypes through various rapid prototyping processes, testing the prototypes against the inputs received through customer clinic sessions, liaising with the designers to incorporate the testing feedback and providing inputs for final manufacturing tooling to make vehicles launch ready.
- Led the following projects from inception to mass-market roll-out: Indica Vista, Safari Storme and Indica EV.
- **Vendor Management:** Led a cross functional team of 6 for **end to end development activities** of over **150** Plastic parts involving 20+ vendors
  - o Jointly drove **need analysis and planning** for building prototype vehicles and part procurement for the project.
  - o **Managed Vendors** to ensure set up in terms of facility readiness for prototype production.
- **Quality Management:** Solely responsible for delivery of Tata Indica Vista press cars and cars for Bologna, Turkey, Geneva Auto-shows.
  - o Designed checklist as final point quality check before dispatch of vehicles for Auto-shows.
  - o Used RACI defining and allocating responsibilities during the start of a new project.
- **Project Management:** Single handedly led a team of 4 for manufacturing and planning a cut and weld concept prototype.
  - **o** Liaising with multiple stakeholders of the project for functional target setting, work package definition, progress monitoring, issue and conflict resolution, design reviews, and early supplier involvement for meeting demanding timelines.

Achievements
- Designed an online **Procurement system** which reduced the procurement time by 5 days and led to an efficient database management.
- Generated savings worth **INR 50 Lacs** by streamlining the procurement orders during the development of Safari Storme.

EDUCATION

Year	Examination	Institution	Marks Obtained
2013	PGDM	S. P. Jain Institute of Management & Research, Mumbai	2.93/4
2007	B.Tech, Mechanical	N.I.T. Surathkal, Karnataka	8.39/10
2003	Class XII, C.B.S.E	Hansraj Public School, Panchkula	78.8%
2001	Class X, I.C.S.E.	Springfields School, Moradabad	84.0%