

# KUNAL KOTAK

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## WORK EXPERIENCE

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### Mastercard

Pune, India

Senior Product Manager

Feb 2023 - Present

- Developed product vision and strategy for Mastercard's SaaS analytics product, improving user adoption by 20% within one year.
- Spearheaded generative research and competitive analysis to inform product initiatives, leading to 15% increase in customer satisfaction scores yoy.
- Orchestrated two cross-functional product pods of 15, including engineers and designers, to successfully execute the product roadmap on time and on budget.
- Defined and executed go-to-market strategy that led to \$10MM revenue growth in the first year.

Product Manager - II

Feb 2021 - Jan 2023

- Designed A/B tests to enhance in-product data setup process using simple and delightful interfaces, resulting decrease in data-ingestion time by 12%.
- Collaborated with engineering team to streamline the development processes, improving feature development efficiency by 27%.
- Led user research initiatives to inform product decisions, designed prototypes and facilitated usability tests to gather essential customer feedback.
- Developed onboarding and training curriculum to streamline the first 90 days of new PMs.

Product Manager - I

June 2019 - Jan 2021

- Led end-to-end feature (ideation to launch) to implement Conversational Chatbot to improve customer support efficiency, resulting in 30% reduction in response time.
- Crafted detailed User Stories, Business & Product Requirement Documents (BRDs and PRDs), ensuring seamless alignment with project objectives and stakeholder expectations.
- Actively contributed to agile development life cycle, facilitated scrum ceremonies like Daily Scrum, Backlog Grooming, Sprint Planning, and review meetings.

### Nielsen

Vadodara, India

Data Science Intern

May 2018 - July 2018

- Build a web application utilizing Decision Tree and Neural Network Regression, forecasting sales for 400K Indonesian merchants at a 99% accuracy.
- Automated text mining using NLP to map merchant data. Saved weekly 10+ human hrs.

## EDUCATION

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Indian Institute of Technology, Kanpur

Graduation Date: June, 2019

Masters in Industrial & Management Engineering

Pandit Deendayal Energy University, Gandhinagar

Graduation Date: May, 2015

Bachelors in Mechanical Engineering

## TOOLS, TECHNOLOGIES, and SKILLS

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- **Agile Collaboration:** Aha!, Confluence, Jira, MS Office Suite.
- **UX & Design:** Figma, Balsamiq, Invision.
- **Product and Data Insights:** Mixpanel, SQL, Splunk, Google Analytics.