



Contact

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Sujay Parekh

SENIOR PRODUCT / PROGRAM MANAGEMENT PROFESSIONAL

Product Manager with expertise in taking real customer requirements and developing products that are valuable, innovative and successful.

Education & Credentials

2005

B.Com. (Hons.) from Mithibai College, Mumbai University; secured 64%

2007

MMS / MBA (Marketing) from MET Institute of Management, Mumbai University; secured 67%

Key Impact Areas

- Digital Product Management
- Business Product Management
- New Product Development
- Strategy / Business Planning
- Online / Offline Marketing Initiatives
- Product / Business Operations
- Analytics & Research
- Vendor Relations
- Team Building & Leadership

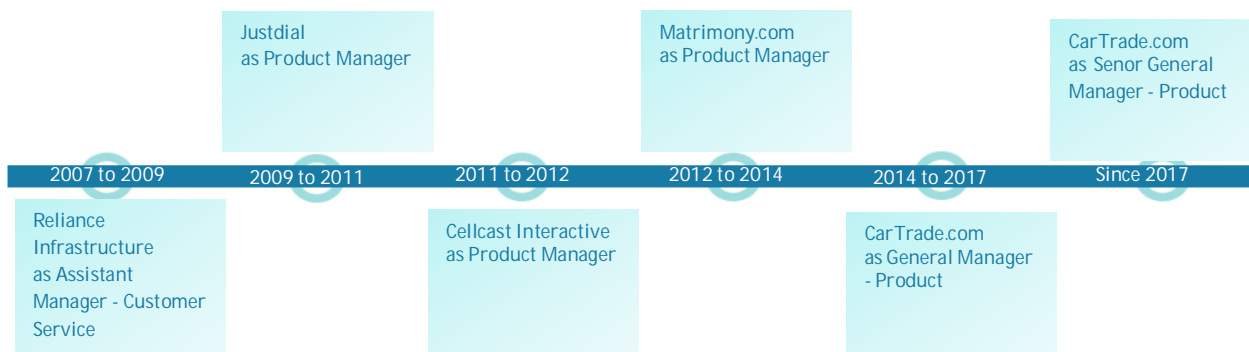
Executive Profile

Strategic product management specialist with **over 10 years** of cross-cultural experience in managing digital platforms: Android App, iOS App, Mobile & Web. In-depth knowledge of handling products such as **Insurance (certified 'Insurance' professional by IRDAI), Online Classifieds, Reverse Auction Gaming Product and Customer Service Digital Initiatives**. Extensively **worked with top management** on defining & executing product vision, strategy and roadmap. High integrity & energetic with distinguished skills in managing & leading teams.

Key Skills

Communicator
Collaborator
Intuitive Innovator
Analytical Leader
Motivator Organising
Team Builder
Meticulous Planning
Problem Solving

Career Timeline



Notable Accomplishments Across The Career

- Successfully launched the insurance product and did business worth 1.5 crores within just 6 months of launch
- Introduced 'Chat' feature – Conversion rate improved by 1.5% (monthly get additional 40,000+ leads)
- Launched 'Search' tool and added more filter types – Usage of Search + Filter + Sort improved by 18%
- Credit of concluding 20+ Experiments like page layout changes, CTA & form improvements, and so on
- Steered efforts in launching new features: 'My Page' (7,000+ appointments) and 'Know Dealer Car' (5,000+ usage)
- Pivotal in taking Live App & Browser Notifications and getting additional 10,000+ leads from this every month
- Enhanced Price & Certification tool usage by making product changes, using notifications & SMS, marketing product at dealer's showrooms, and so on

- Merit of tweaking car listing algorithm to have proper distribution of leads to dealers based on package bought. Also put checks in place to ensure quality leads being sent to the dealers, such as OTP, City confirmation, and so on
- Created exclusive properties for showcasing premium cars for monetization
- Implemented 100% Google Analytics & Back-end tracking implemented across platforms and also tried other tracking tools like Affle, ClickTale, CrazyEgg, and so on
- Revamped 'Certification Report' to help the user objectively judge the car's condition before buying:
 - Condition of each part of the car detailed out by adding its descriptive summary
 - Gave numerical score to the car's overall condition
- Achieved highest no. of certifications in a month with improved quality (~12,000 / month)

Professional Experience

Nov'14 till date

CarTrade.com / CarWale.com, Mumbai

Growth Path / Role:

Senior General Manager (Business Product Management – Insurance)

Since Apr'17

- Fore fronting the entire gamut of Insurance product with a dedicated team of 10 Call Centre & 5 Sales personnel, 1 Product Manager and MIS/Accounts executive
- Defining the product vision, strategy and roadmap – Dealer and Consumer business on CarTrade/CarWale
- Owning the insurance business P&L, Product, Sales and Marketing
- Scoping digital product specifications & designs and readying it for launch (across platforms & brands)
- Setting up call center and field sales teams – Hiring, Training, Implementing Processes and so on
- Collaborating with the new insurance companies for tie-ups; including commercials finalization, legal formalities, onboarding, technical integration, processes implementation and so on
- Monitoring business & product performance and identifying areas for improvement for scaling up

General Manager (Digital Product Management – Used & Sell Car / Certification Warranty)

Nov'14 – Mar'17

- Spearheading the entire gamut of Used & Sell Car, Certification & Warranty products on CarTrade and CarWale with a team of 2 Product Managers, 1 Product Analyst and 2 Certification Managers
 - Platforms handled: Android & iOS Apps, Mobile site and Website
- Preparing product roadmaps for achieving business goals & assigned KRAs, making PRDs & Wireframes, and communicating to the required stakeholders
- Working closely with the Technology team on Pivotal Tracker / Scrum to ensure quality deliveries on time
- Ensuring to achieve the KPIs throughout the user's car buying & selling journey via:
 - Introducing new product features based on insights from user feedback & behaviour data
 - Product experiments / A-B tests & optimizations using Google Experiments
 - UI & UX enhancements matching industry standards
- Monitoring product performance and working towards improving Leads conversion & quality, User engagement, experience and Net Promoter Score (NPS)
- Implementing various features changes on CarWale.com as well (across platforms)
- Reviewing, negotiating and finalizing technology vendors for chat, browser notifications, and so on
- Leading a team of 100+ used car certification engineers PAN India for achieving no. of certifications done every month and the team's productivity targets
 - Planning manpower and field visits based on business & dealer requirements
 - Improving certification quality via implementing quality audit process & introducing new tools like OBD
 - Monitoring customer complaints and ensuring their closure within defined TAT
 - Extending certification team support for car inspections to other businesses within the organization
- Briefly worked on consumer auto finance product, including discussion with banks for defining processes and readying core product's front-end & back-end

Previous Experience

Oct'12 – Nov'14: Matrimony.com, Chennai as Product Manager

May'11 – Aug'12: Cellcast Interactive, Mumbai as Product Manager

Oct'09 – May'11: Justdial, Mumbai as Product Manager

Jun'07 – Sep'09: Reliance Infrastructure, Mumbai as Assistant Manager - Customer Service – New Digital Initiatives

Personal Details

Date of Birth: 4th February, 1984

Languages Known: English, Hindi, Marathi, Gujarati

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