



CONTACT AT

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CERTIFICATION

Certified Scrum Product Owner (CSPO®)

PORTFOLIO

[Github](#)

WRITINGS

[My Articles on Medium](#)

CORE SKILLS

Ownership

Data-driven decision making

Leadership

Product Strategy and Roadmapping

Marketplace Funnel Management

User survey and competitor analysis

SaaS business model

Stakeholder management

Marketplace

Scrum

E-commerce

Wireframing & Prototyping

Experimentation & UAT

Tools: Figma, Mixpanel, Trello, Jira, Metabase, Notion

NUSRAT HAQUE SUPTI

PRODUCT MANAGER

PROFESSIONAL SUMMARY

Product manager with 5+ years of experience building and scaling marketplace and e-commerce products. Proven track record of driving GMV growth, enhancing user engagement, and launching new products. Strong cross-functional leader who turns data into strategic product roadmaps.

WORK EXPERIENCES

Product Manager

US-Bangla Airlines LTD | June 2024 - Present

- Launching a new **Ride-Sharing Platform** in Bangladesh,
- Leading the development of a new product from the ground up, driving the product vision, strategy, and roadmap,
- Establishing product management processes to ensure a smooth product development lifecycle,
- Working with designers, developers, and other stakeholders to promote a collaborative team environment and agile method,
- Built a new product team and leading a team of four.

Product Manager(Product Owner | Marketplace)

Truck Lagbe | Aug 2022 - May 2024

- Used to solve 1.1 million users problems as the owner of Marketplace.
- Revamped the company website and uplifted the digital presence of the company, which **increased the audience engagement by 15%**.
- **Introduced Truck Lagbe's first web platform for trip creation from scratch**, establishing a new acquisition channel, expanding the platform, and contributing to the GMV.
- Introduced a new pricing model in the marketplace for intercity trips, and it **drove the growth of 3% in GMV**.
- Introduced the auto-tag feature for intercity trips and **increased the intercity trip completion rate by 16%**.
- Worked on the SaaS platform of Truck Lagbe, an online logistics management service that will efficiently manage the giant industries' transportation system.
- Working proactively with designers, developers, cx, supply, marketing, and other stakeholders to meet the product vision.
- Lead epics, user stories, and backlog development, ensuring tasks are well-groomed, maintained, and prioritized.
- I have driven product growth to accomplish the company's ultimate mission and vision.

Jr. Product Manager

Truck Lagbe | Jun 2021 - Aug 2022

- Automated cash payment to drivers by **introducing an in-house operation app**, reduced human dependency.
- Implemented structured driver and vehicle verification processes to **ensure 100% compliance**.

PUBLICATION

- Criminal Behavior Analysis For Questionable Vehicle Detection, International Conference on Computing Advancement (ICCA) 2020.

PERSONAL PROJECTS

- <https://mypetbuddy.net/>
- [Customer support Tool](#)

- As a product owner, I **built and maintained the marketplace funnel** on Mixpanel and improved it to fulfill company goals.
- Deliver PRDs with prioritized features and corresponding product design.
- Work with corresponding stakeholders(Tech, Business, Growth, Marketing) to ensure the product's success and identify its dependencies.
- Conducted user surveys and market research every quarter.
- Competitor analysis and gap identification.

Executive, Project Management

Databiz Software Limited | Jan 2020 - May 2021

- Introduced an E-commerce App integrated with the existing E-commerce ERP (Bizness Roots), which **increased the sales of that ERP by 15%**.
- Continuously worked on the enhancement of the ERP and feature updates according to client needs.
- Worked on converting client feedback into PRD, handover to developers, and monitoring the whole process.
- As an owner of Databiz's best-selling ERP, Bizness Arcade, I defined a roadmap and implementation strategy.
- Worked on prioritising features or tweaks for the sprint.
- Worked with third-party vendors(Collaborate and communicate).
- Worked with corresponding stakeholders in Business, Support, Data, and Marketing.

EDUCATIONAL HISTORY

American International University Bangladesh

BSc in Computer Science & Engineering | 2015 - 2019

CORPORATE PROJECTS & PRODUCTS

- Anwar Land-Mark ERP implementation,
- Apon Wellbeing E-commerce Mobile Application,
- Launched TL in-house Operation Mobile App for in-house stakeholders,
- Launched Truck Lagbe's first WEB APP, "[Marketplace Web](#)"
- Revamped the Company Website of Truck Lagbe, [trucklagbe.com](#),
- Automated the in-house cash payment process of the B2B vertical of TL to ensure proper payment visibility and efficiency,
- Introduced user verification to establish 100% compliance.
- Introduced vendor management and fleet management for truck owners in a SaaS model.

COURSES

- Product-led Growth Micro Certification from Product School,
- Exploring Product Roadmap course from Pluralsight.