



Pallavi Mahalingaiah

Associate Product Manager

Tech product enthusiast **seeking a PM role** to work on technology-enabled products & businesses that create a positive impact on the world. Passionate about solving problems for end-users & building sustainable business/products.

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📅 8+ years exp overall (2 yrs in Product Management)



WORK EXPERIENCE

Associate Product Manager

farmersMandi

05/2021 - 01/2023

(2 years) Bangalore

FarmersMandi is a Agritech startup (Founded by Redbus Co-Founder) with an aim to digitise supply-chain for F&V users.

- **Owning the Product for Distributor app:** Rolled out features to organise & optimise the whole Ops flow for distributor operations which brought clarity & efficiency to them, increasing customer satisfaction & helping lower the manpower requirement by **~60%**.
- Added **payment related features** to show transaction ledger, Wallet pages, amount transfer from Wallet to Bank, etc. for various customer types (sellers & distributors).
- **Owning the Product for Seller app:** Rolled out few important features like multi-market inventory open, dynamic price control & availability of inventory, **localisation** of the app (regional languages).
- Worked directly with Founder, Head of Product, Engineering team & CTO, Design team to roll out the above mentioned features and co-ordinated with Sales & Support teams to assist users.
- Co-ordinating with the designer for **Figma** based screens & also designing multiple screens myself in Figma as and when required.
- **Customer support initiatives:** Rolled out a mini ticketing system for retailer support & integrated Exotel with round robin assignment to automate a process that was handled through excel sheets & multiple handshakes, leading to **100% tickets** being captured & resolved, with reduction of the resolution time on an average from **~4 hours to 5 minutes**.
- Verloop vs Freshchat vs Yellow ai vs Ameyo - Research & Analysis to choose the best option for Chatbot + ticketing system.
- Automated delivery ops payments which were being handled through excel sheets and incorporated tax deduction mechanism in the whole supply chain which led to reduced payment reconciliation time from **1 week to 1 day (~5x reduction)** & also reduced the reconciliation manpower by **50%**.
- Also, this helped us bring transparency to per kg Ops cost spend which was high and then efforts were made to reduce this cost by **75% (from INR 4 per kg to INR 1 per kg)**.



SKILLS

Product requirement writing (PRDs)

UX/UI Design - Figma & Adobe XD

User Research & Surveys

A/B testing & Incremental rollout

Product Roadmap & Feature priority

Trello - Agile project management

Metabase - BI Reporting

OneSignal - Notifications

MixPanel - Customer engagement

Exotel/Freshchat- Customer Support

WhatsApp Business - Notifications



EDUCATION

DATA DRIVEN PRODUCT MANAGEMENT (Executive Program)

IIM Lucknow

02/2021 - 11/2021
Bangalore

BACHELOR'S DEGREE IN COMPUTER SCIENCE

Visvesvaraya Technological University

04/2005 - 05/2009
Bangalore



WORK EXPERIENCE

Associate Product Manager

farmersMandi (Continued..)

05/2021 - 01/2023

(2 years) Bangalore

- **WhatsApp** Notification integration through **Gupshup** - Negotiated the deal with Gupshup to wave-off the upfront payment of **INR 1 Lac** & reduced the monthly charge by **28%**. This led to increase in click-through-rate from **~2% to ~70%**.
- **OneSignal** for In App & Push Notifications - Used to run marketing campaigns along with the marketing team to drive awareness about deals, price drops, SKU availability, etc.
- Used **MixPanel** events to check user engagement & analytics for loyalty program funnel, seller price editing activity, payment bypasses for retailers, order limit increases, etc which led to some critical insights & follow-up actions.
- Reporting via **Metabase** - Generated many reports via Metabase like booked & delivered quantity per market, cancellation percentages, distinct items & shops, new onboarding, etc. which were used by Sales & Support teams, Founders & Core team, etc. for decision making, tracking progress & course-corrections.
- Assessing **loyalty program** effectiveness - A loyalty program was rolled out with the aim to achieve 100% retention & increase AOV per shop but it wasn't delivering results. Worked with Head of Product & surveyed retailers, used **MixPanel** events to analyse the usage & time spent, program effectiveness, pitfalls, etc.

Principal Software Engineer (Frontend)

Biofourmis

04/2020 - 02/2021

(10 months) Bangalore

Biofourmis is a MedTech company transforming patient health through personalized and predictive care.

- **Web application for Home Hospital program:** Involved in weekly discussions with the external client for understanding requirements & planning the product roadmap with feature prioritization.
- Design reviews at regular intervals to validate the UX and technical feasibility. Involved in decisions like platform support (web, native mobile apps, hybrid apps) to best meet the customer's usability.
- Lead a team of two as a frontend developer (angular) and successfully released the v1 of the project. Took the lead to manage discussions between frontend, backend, QA and product team.

R&D Engineer III / Tech Lead

Honeywell

08/2015 - 03/2020

(4.5 years) Bangalore

Fortune 500 Aerospace, Smart Buildings, Safety & Chemical Manufacturing

- **UAV powerline inspection for Ozarks Electric, Arkansas & Web App for Honeywell's Blockchain platform.** Web app to facilitate planning, job assignment, scheduling & tracking for UAV pilots. Added Redux state management, interactive maps through Mapbox augmented with UAV data, used AirMap & DarkSky for airspace intelligence like weather, elevation, etc.
- **Datalink for Boeing 787/777x & KTR2280A for Pilatus Aircraft, Switzerland (2015 - 2019)** Implemented the Crew Interface System (CIS) redesign to enable AoIP (Acars over Internet protocol) functionality through TFTP (File Transfer) protocol.



ACHIEVEMENTS

Won Hackathon

Won Hackathon for Orthomosaic image overlaying in September 2019.

Bravo Star

Awarded Bravo Star Award for contribution to 787 BPv6 program in May 2019.

Bravo Silver

Awarded Bravo Silver Award for representing Communication Navigation Surveillance (CNS) products at Honeywell Employee Day December 2018.

Bravo Star

Awarded Bravo Star Award for Proof of Concept on Acars over ADG in August 2018. RSIP issues in HOST for KTR2280A.

Bravo Bronze

Awarded Bravo Bronze Award for coming up with the AMI validation paper in September 2018.

Bravo Bronze

Awarded Bravo Bronze Award for 787 BPv5 for early completion and under budget.

Bravo Silver

Awarded Bravo Silver Award for contribution in KTR 2280A for design, development and certifying smallest and lightest Radio.

Bravo Silver

Awarded Bravo Silver Award for Excellent code analysis to find an issue for AOIP in Boeing 787 BPv5 program.

Bravo Bronze

Awarded Bravo Bronze Award for fixing the numerous AQP/VAQ and ASIP and ACA



COURSES

Product Management 101

Udemy

- <https://www.udemy.com/certificate/UC-dae909ca-c1c4-40e3-add6-b3a897bac0de/>

Become a Product Manager

Udemy

- <https://www.udemy.com/certificate/UC-728158dd-35e9-4d6e-a746-838299292d48/>

UX/UI Design

DesignBoat UI/UX School

- User experience research, Validation & Design flow for "Coworking Kitchen Spaces".
- <https://www.notion.so/Prototypes-Coworking-Kitchen-Spaces-e99f46e69a694909a5f0740bb811adc6>
- UI Design for iOS, Android & Web platforms using AdobeXD.