Pallavi Mahalingaiah
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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📍 Bengaluru, India

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

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WORK EXPERIENCE

Product Manager
Ramsoft

06/2023 - 08/2023   *Remote*

Ramsoft is a healtcare tech focusing on Imaging EMR with an aim to provide faster, empowered care.

- **Product Ownership & feature rollout** - Managing a patient app with features like modality image viewing (**DICOM**), appointment scheduling, and integrated AI for an improved user experience. Familiar with **revenue cycle management**, **FHIR, EMR & HIPAA.**

- **Agile practices & Collaborations** - Regularly engage with sales teams and senior management to gather and refine requirements, manage product **roadmap**. Proficient in Agile methodologies, including **sprint** planning, **velocity** tracking, and **SoS.**

Associate Product Manager
farmersMandi

04/2021 - 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.

- **Product Ownership & Feature Rollout -** Drove product development for **Distributor** and **Seller apps**. For the Distributor app, optimized operational flow, boosting clarity and efficiency, improving customer satisfaction, and reducing manpower by **~60%.** For the Seller app, introduced capabilities such as multi-market inventory opening, dynamic price control, and app localization to regional languages & transaction ledger.

- **Agile Methodology & Team Collaboration -** Demonstrated proficiency in sprint planning, daily standups, scrums & estimation for efficient product delivery. Managed product **roadmaps**, epics, stories & **backlog**, optimizing delivery **velocity**. Collaborated with founders, product heads, engineering & design teams, also with Sales & Support teams for user assistance.

- **Ops Payment Automation & Cost Reduction:** Automated the delivery ops payments from Excel to admin app which led to a reduction in payment reconciliation time from 1 week to 1 day **(~5x reduction)** , decreased the recon manpower by **50%** & increased cost transparency. Subsequent efforts to manage these costs resulted in a substantial reduction by **75%** (from INR 4 per kg to INR 1 per kg).

SKILLS

Product Solving & Decision Making

Product Strategy

Product Requirement Management

Product Roadmap & Prioritization

Product Analytics

User Research & Surveys

Cross Functional Collaboration

Customer Support & Engagement

Product Development Life cycle

Agile Project Management

UX/UI Design

A/B Testing & Incremental Rollout

EDUCATION

DATA DRIVEN PRODUCT MANAGEMENT (Executive Program)
Indian Institute of Management, Lucknow (IIM L)

02/2021 - 11/2021

BACHELOR'S DEGREE IN COMPUTER SCIENCE
Visvesvaraya Technological University (VTU)

04/2005 - 05/2009
Bangalore

WORK EXPERIENCE

Associate Product Manager
farmersMandi (continued ...)

04/2021 - 01/2023   *(2 years) Bangalore*

- **Engagement**: Negotiated an advantageous agreement with Gupshup for WhatsApp notification integration, eliminating an upfront payment of INR 1 Lac and reducing monthly charges by 28%. This led to increase in click-through-rate from ~2% to ~70%. Incorporated OneSignal for in-app and push notifications.

- **Analytics** - Utilized MixPanel for detailed analytics, revealing key insights on user engagement, loyalty program effectiveness, seller activity, retailer payment trends, and more, guiding strategy and action plans.

- **Customer support initiatives**: Launched a retailer support ticketing system and integrated Exotel with round-robin assignment. This automation led to 100% ticket capture and resolution, dramatically reducing the resolution time from ~4 hours to 5 minutes.

- **Reporting & Loyalty Program Assessment**: Leveraged Metabase for generation of reports which helped in decision making, progress tracking & course corrections for the Sales & Support teams. Additionally, evaluated a loyalty program's effectiveness through retailer surveys & MixPanel event analysis, leading to identification of pitfalls & enhancements

Principal Software Engineer (Frontend)
Biofourmis

04/2020 - 02/2021   *(10 months) Bangalore*

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

- **Web Application Development and Design Review:** Participated in client discussions for requirement understanding and roadmap planning for the Home Hospital program's web application. Conducted regular design reviews for UX and technical feasibility validation, and led platform support decisions for optimal customer usability.

- **Team Leadership and Project Execution:** Led a two-person Angular front-end team to a successful project release, coordinating cross-functional team discussions for efficient collaboration.

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.** Streamlined planning, job assignment, and tracking with a platform, leveraging Redux, Mapbox, AirMap, and DarkSky for real-time UAV data and airspace insights.

- **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.

TOOLS

Metabase   Mixpanel

One Signal   Exotel   Notion

JIRA   Trello   Confluence

Freshchat   Figma   Adobe XD

ACHIEVEMENTS

Runner up - Demo Day
Unlearn Product Cohort 7

Won Hackathon
For Orthomosaic image overlaying in September 2019.

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

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

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

COURSES

Healthcare IT Decoded
Udemy Certificate

PM Fellow @ Unlearn Product
Capstone Project - Even (Cashless HealthCare).

Product Management 101
Udemy Certificate

Become a Product Manager
Udemy Certificate

UX/UI Design
DesignBoat UI/UX School
- User experience research, Validation & Design flow for "Coworking Kitchen Spaces".
- UI Design for iOS, Android & Web platforms using AdobeXD.