
Gautham A G

Product Manager

+91 98403 56195

gauthamganesan@yahoo.in

in.linkedin.com/in/gautham-ag

SKILLS

Product Management, Agile Methodologies, Product Roadmaps, Product Strategy, User Experience, Product Launch, Wireframing, Data Analytics, Project Management, Business Process Design, Google Analytics, R, Tableau, Microsoft Excel.

EXPERIENCE

Lynk Logistics, Chennai - *Product Manager*

APRIL 2020 - PRESENT

- Solving route planning and delivery optimization problems in the next growth vertical - Full Stack Distribution.
- Working on building and managing a new product for internal and external stakeholders as part of the distribution business.

Lynk Logistics, Chennai - *Associate Product Manager*

APRIL 2018 - MARCH 2020

PRODUCT MANAGEMENT

- Digitized the Driver Onboarding process that increased the attachments count by 30%, decreased the attachment time by 93% which freed up 9 man-hours/day.
- Productized the Driver receivables intimation and collection process and brought down the average collection period by 80%.

PRODUCT LAUNCHES

- Designed and launched the Lynk Driver App 2.0 incorporating a cards-based design that enabled drastic flow modifications without app releases. The app also introduced an improved Finance section for drivers.
- Launched the Lynk Transporter Web Portal and PWA in 2 weeks' time to enable transporters to monitor their drivers better. The product saw a 96% adoption rate where 87% of them used it every day.

SERVICE LAUNCHES

- Researched and launched the growth service vertical - Lynk House Shifting Services - in 3 months after identifying the potential through customer research. The service contributes to 7% of the total revenue.
- Studied the market and Launched the Cargo Transportation vertical in 3 months that contributed to 1% of the revenue in the first month just before the global pandemic.

Lynk Logistics, Chennai - *Product Management Intern*

APRIL 2017 - JUNE 2017

- Implemented the Agile (Scrum) Product Development framework.
- Worked on designing and executing multiple user stories on internal and external software products to improve Customer Acquisition and Retention metrics.

EDUCATION

Great Lakes Institute of Management, Manamai - *PGDM, Marketing & Analytics*

JULY 2016 - MARCH 2018

- Performed Marketing Research by conducting qualitative and quantitative studies to identify the factors that determine the success of a television series.
- Applied Behavioural Decision Theory (BDT) on the “Give-It-Up” campaign of Government of India and recommended ad campaigns grounded in theory.
- Visualized a dataset on Condominium sales on Tableau software and extracted and suggested actionable insights.

SRM Easwari Engineering College - *BE, Electronics and Communication*

AUGUST 2011 - MARCH 2015

Built a Bluetooth controlled Android-based Surveillance Rover that can be used in disaster rescue missions.

AWARDS

- Lynk ‘Values Champ’ (Jan 2020) - For the successful launch of Driver App 2.0 while simultaneously doing Market Research on a new business vertical.
- Lynk ‘Customer Hero’ (April 2019) - For the successful launch of the Transporter Portal site and PWA.
- Lynk ‘Spark of Brilliance’ (June 2018) - For identifying a potential business vertical from customer research and bringing it to fruition.