

# Harish Samala

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Associate Product Manager building AI agents and automation to turn data into strategic insights. Skilled in supporting scalable, user-friendly products that simplify complexity. Passionate about GenAI and eager to grow within innovative product teams

## EDUCATION

<b>MSc In Data &amp; AI (Double Degree with MIM)   EDHEC</b> Minor in Business Intelligence and Business Analysis Courses: Product Analytics, A/B Testing, Data Mining, Statistics, AI, Google Analytics, Power BI, SQL	<b>September 2024 – February 2025</b> Roubaix, France
<b>Masters in Management – Business Management</b> <b>EDHEC</b> (FT #4 Ranked Business School Worldwide) Courses: Strategic Business Management, Financial Statement Analysis, Corporate Finance, Marketing Management, Information systems	<b>September 2022 – May 2023</b> Roubaix, France

## EXPERIENCE

<b>Product Manager Intern (New client interface)</b> <b>Alter Domus</b> <ul style="list-style-type: none"><li>Led discovery for a new client dashboard, identified 5+ UX gaps and turned them into user stories &amp; FRDs, cutting onboarding time by 30%.</li><li>Defined sprint goals, improved sprint velocity by 18%, and led agile ceremonies across planning, reviews, and retrospectives.</li><li>Mapped user journeys and flows using Miro, and prioritized interface features via Impact-Effort Matrix, reducing delivery time by 20%.</li><li>Developed Power BI dashboards to track adoption, automation performance, and usage metrics, enabling stakeholder-aligned product decisions.</li><li>Executed the automation roadmap by launching dashboard features that saved 200+ manual hours/month and enhanced team release efficiency.</li><li>Transformed client feedback into scalable product enhancements, reducing support tickets by 25% and improving B2B product-market fit</li></ul>	<b>November 2023 - July 2024</b> <b>Luxembourg, Luxembourg</b>
<b>Product Analyst</b> <b>Ace Creations</b> <ul style="list-style-type: none"><li>Interpreted market trends and competitor pricing dynamics using Power BI, contributing to a 35% uplift in market penetration.</li><li>Analyzed customer feedback &amp; sales data, optimizing feature prioritization and enhancing retention by 18% through improvements.</li><li>Crafted customized KPI dashboards for production oversight, achieving a 30% reduction in defects and better resource efficiency.</li><li>Conducted A/B tests on packaging &amp; branding, identifying strategies that increased customer engagement and optimized sales.</li><li>Restructured backlog workflows in Jira, recognizing 15% high-impact initiatives, aligning sprints with goals, and expediting releases.</li></ul>	<b>September 2021 – May 2022</b> <b>Hyderabad, India</b>
<b>Digital Analyst</b> <b>Ace Creations</b> <ul style="list-style-type: none"><li>Revamped digital ad campaigns using Google Ad Manager, boosting CTR by 25% and enhancing conversion rates by 15%.</li><li>Optimized ad creatives through A/B testing, improving segmentation and driving a 10% ROI boost.</li><li>Synthesized customer behavior insights, translating data into targeting enhancements and engagement optimizations.</li></ul>	<b>September 2021 – December 2021</b> <b>Hyderabad, India</b>

## SKILLS

<b>Product Management Skills:</b> Product Discovery   Product Roadmap   Feature Prioritization   Agile   Scrum   User Research   Customer Journey Mapping   A/B Testing   Wireframing   Figma   PRD & FRD Documentation   Stakeholder Management   IE Matrix   RICE   MoSCoW   OKRs
<b>Technical Skills:</b> <ul style="list-style-type: none"><li><b>Data Analysis &amp; Management:</b> SQL   Database Management   Data Cleaning &amp; Preprocessing   Excel   Spreadsheet Management.</li><li><b>Programming &amp; Analytics:</b> Python (Basic)   Power BI   Tableau   Google Analytics</li><li><b>Business Intelligence:</b> Data Governance   BI Reporting   Project Management (SAP, Jira)   MS Office Suite</li></ul>
<b>Automation Tools:</b> Relevance Ai   n8n   Zapier   Trello   Google Firebase   Miro   Notion
<b>AI Tools :</b> Microsoft Copilot   ChatGPT   Gemini   Claude   Perplexity AI   Manus   Lovable.dev   Windframe  Gamma   Visily   ChatPRD
<b>Prompt Engineering:</b> Skilled in crafting prompts for GenAI tools to generate insights, automate reporting, and generate videos and images.
<b>Soft Skills:</b> Effective Communication   Agile Adaptability   Strategic Thinking   Detail Orientation   Time Optimization   Problem Solving
<b>Languages:</b> English (Fluent)   French (Elementary), Telugu (Native), Hindi (Native)

## CERTIFICATIONS

**Aha:** Product Management | **Pendo:** Product Discovery, Product Analytics | **Microsoft:** Data Analysis | **Maven Analytics:** Power BI

## PROJECTS

<b>Refurbished Product MVP Development   Cdiscount (Tools: User Research, UI/UX, SQL, Power BI)</b> <ul style="list-style-type: none"><li><b>Identified</b> customer pain points through user research, shaping an optimized <b>product roadmap</b> that <b>boosted feature adoption by 35%</b></li><li><b>Refactored</b> UI/UX elements to remove friction, resulting in an <b>85% increase in engagement and user retention</b>.</li></ul>	<b>April 2023</b>
<b>Power BI Market Insights Dashboard   EDHEC (Tools: Power BI, SQL, Excel)</b> <ul style="list-style-type: none"><li><b>Built</b> interactive dashboards, pinpointing <b>high-margin product segments</b>, leading to a <b>20% revenue increase</b>.</li><li><b>Proposed</b> investment strategies using <b>profitability analysis</b>, optimizing resource allocation for <b>top-performing product segments</b>.</li></ul>	<b>November 2024</b>
<b>Market Analysis &amp; Go-to-Market Strategy   P&amp;G (Tools: Market Research, Data Analysis, Power BI)</b> <ul style="list-style-type: none"><li><b>Developed</b> a strategic <b>market entry plan</b>, expanding product awareness and driving a <b>15% boost in sales</b> within the French laundry sector.</li><li><b>Optimized</b> customer targeting strategies using <b>data-driven segmentation</b>, enhancing <b>competitive positioning</b>.</li></ul>	<b>December 2022</b>

## EXTRACURRICULAR ACTIVITIES

<b>Co-Founder   Aspiring Product Managers Club</b> <ul style="list-style-type: none"><li><b>Organized three PM-focused events</b> with <b>100+ participants</b>, facilitating industry networking and knowledge exchange through LinkedIn, EDHEC Alumni, and expert-led webinars.</li></ul>	<b>January 2023 - May 2024</b>
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