SAURABH SHRIVASTAVA

Product Manager | Product Owner | SaaS & B2B2C Platforms
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SUMMARY

Product Manager with **4+ years of product management experience** building and scaling SaaS, CRM, and B2B2C platforms, backed by **8+ years in operations, sales, and customer-facing roles**. Experienced in **end-to-end product lifecycle management**, roadmap ownership, OKRs, experimentation, and stakeholder management. Proven ability to ship customer-centric products, drive revenue, and improve engagement through data-driven decision-making.

EXPERIENCE

Product Manager (Product Owner)

Solera Holdings LLC – Bangalore | Jul 2025 – Present
Own product vision, roadmap, and backlog for DealerFire websites and CRM serving **4,000+ dealerships**. - Led delivery of Unified Customer Profile, reducing duplicate records by **30%** and improving engagement by **15%**. - Launched omnichannel communication features, increasing dealer–customer interactions by **40%** and lead response rates by **12%**. - Improved appointment confirmation rates by **25%** through revamped calling and video workflows. - Partnered with engineering and data teams on AI-powered scheduling, reducing response time from **12.5 min to <5 min** and increasing bookings by **18%**. - Drove UX and conversion optimization initiatives, increasing **form fills by 28%**, **calls by 36%**, and **mobile conversion by 30%**.- Used customer experience insights, usability studies, and market analysis to define product requirements aligned with the shared product vision and track product profitability.

Associate Product Manager

Tekion Corp – Bangalore | Jul 2022 – Jun 2025
Owned PDF Configurator, E-Signature, and B2B2C Consumer Portal; received **PM Excellence Award (Service BU)**. - Led Consumer Portal redesign, increasing adoption by **25%** and reducing support tickets by **38%**. - Drove **40% upsell growth** via ML-based recommendations; 20% of dealerships enabled to adopt paperless workflows. - Launched E-Signature on dynamic PDFs, reducing check-in time by **63%** and saving **~$12K annually**. - Delivered **20+ features** using VoC and analytics, driving **16% adoption growth** and **20% LUS growth**. - Authored PRDs, BRDs, and user stories; partnered cross-functionally to ensure **100% GDPR & NDC compliance**, improving **NPS by 10%**. - Generated **$2M in revenue (FY24 Q2–Q3)** by increasing paid SKU adoption by **20%**. - Led OEM integrations, reducing implementation timelines by **50%**.

EARLY CAREER EXPERIENCE

Sales, Operations & Engineering Roles | *2015 – 2022*
Key Account Manager (Zepo.in),
Operations Manager (NoBroker, Ashirs Lifestyle, Integri Marine),
Business Development (BYJU'S),
Junior Engineer (Sandigan Ship Management)

EDUCATION

Professional Certificate in Product Management – Indian School of Business (2023–2024)
B.Tech, Marine Engineering – Indian Maritime University (2010–2014)

SKILLS

Product: Product Lifecycle Management, Product Strategy, Roadmapping, OKRs, PRDs, BRDs, User Stories, Acceptance Criteria, Backlog Management, Sprint Planning, Go-To-Market

UX & Research: User Research, UX Design, Wireframing, Prototyping, Usability Testing, Voice of Customer

Analytics: SQL, Power BI, Amplitude, Funnel Analysis, KPI Tracking, A/B Testing, NPS

Tools: Jira, Confluence, Figma, Miro, Notion, Postman, REST APIs, Salesforce, Google Analytics, Pendo, Lovable, ChatGPT, Claude, Perplexity.

Certifications

- Generative AI for Product Managers- LinkedIn (2026)

- Generative AI for Business Leaders- LinkedIn (2026)

- Project Initiation: Starting a Successful Project – Coursera (2023)

- Foundations of Project Management – Coursera (2023)

- Agile with Atlassian Jira – Coursera (2023)

- Analysis and Improvement Methods – University of Illinois Urbana-Champaign (2020)

- Learning SQL Programming – LinkedIn (2020)

- Programming Foundations: Databases – LinkedIn (2020)