

RASHMI SINGH

Senior Product Manager | Growth & Platform Strategy | B2C & SaaS Platforms

📍 Singapore | 📞 +65 84244227 | ✉️ singh.rashmi2509@gmail.com | [\[LinkedIn\]](#)

PROFILE

- Senior Product Manager with 13+ years of experience driving growth and building B2C, SaaS, and platform products across car-sharing, agritech, and retail.
- Proven success delivering growth, platform strategy, and user-centric problem-solving.
- Built and scaled products for customers across US, Latin America, Asia, and East Africa

EXPERIENCE

Senior Product Manager – BlueSG (Singapore)

Dec 2023 – Present | Car-sharing subscription service

Led end-to-end strategy and execution for customer acquisition and engagement through subscription, onboarding, and voucher products.

- Responsible for 20% of company revenue driven through customer subscriptions.
- Brought in new users through:
 - Introduction of free-tier subscription (+30% sign-up conversion)
 - Sign-up flow optimizations (+15% sign-up conversion)
 - Improved Singpass integration (–46% time-to-signup)
- Built subscription lifecycle and billing systems to support both stable BAU invoicing and retroactive revenue recovery, achieving a **95% collectible success rate** via automated enforcement flows.

Senior Product Owner – Yara (Singapore)

Mar 2023 – Sep 2023 | Agritech platform for smallholder farmers

Led strategic product enhancements for a farmer-facing app used by ~400,000 farmers across India, Southeast Asia, and East Africa.

- Introduced guest browse and lean onboarding flows (+22% registration, –60% clicks to home)
- Enabled USSD-based registration and ordering for 4,000+ non-smartphone users
- Introduced crop-based navigation and ordering flow optimisations to help farmers discover relevant inputs and complete checkout faster
 - Resulted in –30% time-to-first-purchase, +9% basket size, and +14% cart conversion
- Launched input finance product in partnership with banks, allowing farmers to request loans at checkout

Product Manager – Falabella / ThoughtWorks (India & Chile)

Sep 2019 – Mar 2023 | Omnichannel promotions platform for Latin America's largest retailer

Led strategy and delivery of a self-serve promotions platform to scale real-time campaign execution across countries, businesses, and sales channels.

- Scaled platform to support **5** countries, **4** businesses, and all channels
- Replaced legacy tools enabling **1.5×** more promotions post-launch
- Reduced engineering dependency for promo setup (- **60%**), accelerating time-to-launch
- Automated onboarding of **2,000+** daily store promotions to increase in-store adoption
- Supported **65%** of peak campaign orders with at least one promotion applied
- Setup dashboards to evaluate promotion effectiveness and guide campaign strategy

Associate Product Owner – Cognizant (India/Nepal)

Jul 2016 – May 2019 | Retail merchandising & planning suite

Led roadmap and delivery for Softvision Suite, a platform supporting end-to-end merchandise planning for large US retailers.

- Delivered plan-to-sell workflows for multi-store retailers, including one with 1,000+ stores
- Managed 3 agile teams and 4–6 analysts across India and Nepal
- Reduced operating costs by **50%** by establishing and scaling a Nepal delivery center
- Prioritized and shipped high-impact releases through structured roadmap, backlog, and stakeholder alignment
- Mentored business analysts and converted epics to well-defined stories with edge-case coverage

Business Analyst → Lead Business Analyst – Cognizant (India)

Mar 2012 – Jun 2016 | Assortment planning, financial tracking & vendor collaboration systems

Contributed to end-to-end product delivery across multiple merchandising tools used by top North American retailers.

- Enhanced assortment, purchasing, and allocation modules across 7 retail clients
- Implemented merchandise financial planning workflows to track plan vs actuals
- Delivered dashboards to monitor product health and measure KPIs across sprints
- Launched a configurable vendor contract management platform to streamline retailer–vendor collaboration and reduce manual overhead in allowance tracking and approvals.

EDUCATION

PGDM (MBA), Marketing & Operations *SDMIMD Mysore, India*

2010 – 2012

B.Tech in Computer Science & Engineering *ICFAI University, Dehradun, India*

2006 – 2010