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Top Skills

Digital Strategy

Operations Management

Product Operations

Certifications

Product Management: Building a Product Roadmap

Product Management: Building a Product Roadmap

Python Programming

Rashmi Singh

Product Manager | Ex-Thoughtworks | Retail | Ecommerce | Product Owner | Data Informed | Product Strategy
Singapore, Singapore

Summary

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

BlueSG

Senior Product Manager

December 2023 - Present (1 year 10 months)

Singapore, Singapore

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)
- 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.

Led the re-platforming of legacy system, migration of data and ensured integrity of corrected data with zero system downtime

Yara International

Senior Product Owner

March 2023 - September 2023 (7 months)

Singapore

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

Falabella India

Product Manager

August 2022 - March 2023 (8 months)

India

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

ThoughtWorks

Senior Consultant - Business Analyst / Product Owner / Product Manager

September 2019 - June 2022 (2 years 10 months)

Created an Omnichannel Promotions Product for the Largest Retailer in Latin America that empowers Promotion Managers to create advanced promotions & coupons, swiftly and easily across various attributes. The product boasts of a robust promotion engine that evaluates and applies promotions on orders, in real-time. A Microservice architecture, use of APIs and quick setup of attributes makes the product extremely reliable, flexible and scalable.

Key highlights

- Launched in 1 country, 2 businesses across 5 channels in the first year. Been growing to different countries ever since.
- Successfully supported heavy traffic during two shopping events in Chile in 2021. 65% of all orders during the period used atleast one Promotion.
- Users reported no dependency on engineering teams to setup new promotions
- 50% more promotions created in the new product, causing conversion rate increase from 1.5% to 2.9% within a month of launch.

Key responsibilities

- Strategized the digital transformation of client's legacy application.
- Led discovery/inception workshops/ one-on-ones to elicit country, business, channel as well as org wide requirements.
- Created user personas to define pain points & derive goals, crafted AS-IS and TO-BE journeys, prioritised features that address immediate goals and carved out a high value MVP.
- Created a roadmap addressing priorities across businesses and channels, with high-value-delivering milestones, orchestrated communications with all stakeholders to get buy-in.
- Flushed out release plans for each milestone and presented to Steering Committees.
- Flushed down Epics /Features/User stories with exhaustive acceptance criteria and edge cases.
- Organised and led all agile ceremonies (Grooming, Estimations, Planning, Demo, Retro).
- Spearheaded delivery of product, managed C-Level communications, led steering committees, led associated teams and mentored them with requirements /strategies to help them integrate with the new Promotions product.

Cognizant

7 years 4 months

Associate Product Owner

June 2016 - June 2019 (3 years 1 month)

Mysore

- Spearheaded development for a Demand Management Product- that helps several US retailers automate and optimize their merchandise plan-to-sell process boosting retailers' revenues across channels.
- Managed 4-6 business analysts and led 3 development teams (15-20 members) simultaneously to maximize parallel user story throughput across all modules, reducing turnaround time by 25%.
- Instrumental in reducing product development cost by 50% by setting up a team in another country.
- Pivotal in transitioning knowledge and setting up highly agile cross-functional teams twice across geographies within two years.
- Completed multiple feature-rich releases to accelerate Product Adoption across multiple customers including a major release for one of the largest US retailers with over 1000 stores.
- Generated buy-in with a strategic product roadmap created by engaging stakeholders, analyzing competition and tapping clients to recognize retail needs.
- Worked directly with customers & product owners to layout a release plan across all modules- aligned with the vision, strategy, and goals for the product.
- Owned and drove release planning meetings to prioritize the product backlog and led Estimation, Sprint Planning, Sprint review, and Retrospective meetings.
- Conducted scrum of scrums to monitor progress across all modules.
- Mentored business analysts to flush down Epics to Features and User stories with exhaustive acceptance criteria that cover all associated rules and impact areas.
- Ensured optimum utilization of team's bandwidth to maximize sprint velocity.
- Steered QA to thoroughly test features that meet functional requirements, user experience parameters and performance standards.
- Continuously incorporated feedback from Retrospective sessions into subsequent sprints and measure improvements.
- Worked with the delivery manager to constantly assess team performance, track individual strengths and strive for members' continual growth.

Associate - Lead Business Analyst

July 2015 - June 2016 (1 year)

- Led product development for Buyer's WorkMate; a merchandising solution for large US retailers, drove development across multiple modules for several clients via 2-3 Business Analysts (BAs).
- Proposed and implemented innovative solutions to address performance or usability issues caused by architectural constraints.

- Opened communication channels and set up an efficient and well-supported implementation process to resolve long-standing implementation challenges.
- Mentored team to migrate from an hours-based estimation technique to relative estimation.
- Successfully set up Merchandise Financial Planning in the existing product to help retailers track planned v/s actuals.
- Set up KPIs to measure product health, sprint and release level progress.
- Evangelized a BA community to foster cross-learning, innovative problem solving and cultivate a strong BA culture.
- Mentored other BAs on agile processes to encourage org-wide agile implementation.
- Engaged with Product Owner in continuous refining and enriching of a high-value product backlog that ensures ROI.
- Identified revenue generation avenues by recommending product customizations to address specific business needs.
- Mentored BAs on agile processes, working with the development team and engaging with stakeholders.
- Guided BAs to write detailed acceptance criteria for user stories and reviewed their work.
- Drove Estimation sessions to create thoroughly detailed and estimated sprint backlogs.
- Conducted all sprint ceremonies including Sprint Planning, Sprint Review and Retrospective meetings.
- Develop process-flow diagrams, swimlanes and wireframes for complex functionalities.
- Worked with business analysts and development teams to provide clarity on user stories.
- Worked closely with QA team for customer release and UAT.
- Recommended process improvements for customers to address their business concerns and increase engagement.

Senior Business Analyst

July 2013 - June 2015 (2 years)

- Self-learnt Buyer's WorkMate and trained a newly assembled team on the same.
- Set up agile processes for new team to increase team productivity and support multiple clients efficiently.
- Emerged as the Go-To person for any queries and impediments.
- Demonstrated strong leadership and recognized for the same as 'Star of the month' employee.

- Proposed solutions to meet business needs through requirement gathering sessions with users and SMEs.
- Involved in continuous grooming and prioritization of product backlog.
- Created and managed agile artifacts that include product backlog, user stories, acceptance criteria and system requirements.
- Drove sprint estimation, planning sessions with development team and ensure clarity on all sprint items.
- Organised daily scrums to track progress, identify impediments, resolve queries and assess bandwidth.
- Conducted sprint review sessions to demo progress to stakeholders and incorporate feedback.
- Engaged in continuous communication with team ensuring resolution of requirement issues.
- Extensively tested out stories with QA team to ship out a high-quality product.
- Created marketing content for the sales and business development teams.

Business Analyst

March 2012 - June 2013 (1 year 4 months)

- Worked on a vendor- retailer collaboration portal that captures vendor-allowance and contract related information.
- Created questionnaires and prototypes to elicit and freeze requirements.
- Designed an approval workflow with complex conditions determining the next actor in the flow.
- Re-engineered the portal based on pain-points realized from previous implementations; introduced new features, a configurable workflow engine as well as improvements to existing functions.
- Deployed the re-engineered portal for all the existing clients successfully.
- Supported clients post-implementation, analyzed defects and change requests and recommended solutions.

Education

SDM Institute for Management Development

Master of Business Administration (MBA), Operations and Marketing · (2010 - 2012)

The ICFAI University, Dehradun

Bachelor's Degree, Computer Science · (2006 - 2010)