

Yogesh Malhotra

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[LinkedIn Profile](#)

EDUCATION

NITK, Surathakal	B. Tech, 2014
IIM Kashipur	MBA Analytics, 2025

EXPERIENCE

SELF EMPLOYED (House of labs)

04/2023- Present

Clients	<ul style="list-style-type: none">▪ Hakkoda<ul style="list-style-type: none">– Defined and executed the product roadmap for 3 AI solutions, resulting in a 5% uptick in market share & a \$5 million increase in revenue.– Successfully shipped AI analyst product for F500 company US Foods after understanding the data strategy (ETL)▪ Blockchain council<ul style="list-style-type: none">– Executed Business use cases and deployed RAG using LLMs and proprietary data.▪ Eresha technology<ul style="list-style-type: none">– Owned end to end product lifecycle for VR edtech product that leverages AI for content delivery.– Conducted Market research qualitative and quantitative for business growth drivers and product ideation.▪ Prokurer<ul style="list-style-type: none">– Owned the complete product strategy from Feature prioritization to Launching MVP.– Onboarded 65 packaging businesses and 13 paper mills with GMV \$12mn
R&D	<ul style="list-style-type: none">▪ Researched for application of RAG Practice:<ul style="list-style-type: none">– EHR Analytics that joins the table from schema; Tools and Technology for hospitals to leverage electronic health record;▪ Researching in Data governance for deploying best data related AI products

Physics wallah (Project Manager)

06/2022 to 03/2023

KRAs	<ul style="list-style-type: none">▪ Strategic Product growth through careful data analysis led to 37% jump in paid conversion from 1.7 lakh users to 2.3 lakh users' day on day.▪ Collaborated with UX/UI team to improve cash flow by improving the payment process and validated it through A/B experiment, successfully boosting transaction success rate from 34% to 70%.▪ Monetized the product that were at maturity increased the COGS by 20% through bundle buying , ultimately resulting in revenue increase by \$10Mn
Highlights	<ul style="list-style-type: none">▪ Implemented and upgraded Dashboard Reporting for all product teams▪ M&A Analysis: Developed growth strategy based on global market demand, value-chain analysis, and competitive advantage. Resulted in Acquisition of Knowledge planet in UAE.

Yuanfudao's ODA class (Product Growth Manager)

07/2020 to 05/2022

Product Experience	<ul style="list-style-type: none">▪ Created and Executed Product roadmaps, Digital Strategy & go to market acquisition strategy for SAAS Product for USA market achieved ARR of \$1Mn▪ Owned end-to-end delivery, research, and iteration, for two pivotal features, significantly enhancing student engagement by 325% from 4 min/user to 13min/ user▪ Profitability planning<ul style="list-style-type: none">– collaborating with cross functional team in China for efficient product development and budget planning reducing cash burn by 12%.– Established a better pricing model to improve the EBIDTA margins by 4%
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BYJU (Product Manager 1)

06/2017 to 04/2020

Product Experience	<ul style="list-style-type: none">▪ Innovated new monetization strategies based on competitive analysis, which added \$1.5M in annual revenue and growth in market share by 7%.▪ Leveraging design thinking and user experience principles, developed two transformative features in class live access to faculty, driving in app engagement by 100%.▪ Gathered business requirements into product requirements wrote 10+ PRD which launched 5 major features in the market.▪ Backlog grooming of 100+ user stories that, Facilitated the sprint.▪ Prioritized user stories with UX team on gamification product for connecting concepts to questions that scaled the app to 12 million users from 7.5 million users.
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Bansal classes (Operations Manager)

06/2014 to 05/2017

Project management Experience

- Started with B2B sales and contracts with schools increasing the cash flow and reducing infrastructure cost by 25%, improving the profitability of the company
- Created SLA between various schools and Bansal classes notable DPS, Doon school and Welham girl's school.
- Executed Marketing projects achieving maximum CTR of 12% and successful conversion rate of 60% within the budget.
- Excellent vendor management that helped in scaling the operations saving \$30K/ year.

Key strengths:

- AI product strategy
- Competitive analysis
- Customer segmentation
- Go-to-market strategy
- Stakeholder Management
- Corporate communication
- Budget management
- Pricing
- Product lifecycle management
- Distributor/partner management
- Negotiations & conflict resolution
- Data analytics and presentation

Tools:

- Balsamiq /Kamaleeon /Hotjar/ Jira / Confluence/ Miro /Mixpanel/Google analytics/Postman.

Accolades/Certifications:

1. 1st prize in international Business and Ethics competition 2024.
2. Certified Scrum Product Owner 2022.
3. Certified Scrum Master 2022 .