Shraddha Saraf

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SUMMARY

Data-driven Product Manager with 6+ years of experience in **AI strategy**, revenue growth, and product monetization. Proven ability to develop and execute pricing strategies, optimize subscription models, and drive revenue through experimentation, A/B testing, and data-driven insights. Strong collaboration with engineering, design, and marketing to implement high-impact revenue features

PROFESSIONAL EXPERIENCE

Technical Lead   Dec'24 – May'25
New Grid Consulting   USA

- **Spearheaded the end-to-end development** of an **AI-powered time series forecasting** solution for ERCOT's day-ahead market, predicting energy prices at 15-minute intervals for 168 hours, enabling energy trading optimization
- **Led product design and deployment** across API, cloud storage, and a user interface, ensuring seamless daily data ingestion, model execution, and stakeholder access to forecasts
- Drove business analytics to quantify financial impact, **uncovering $1.5M+ in potential annual profit gains,** while aligning technical deliverables with stakeholder needs across data science, engineering, and energy operations teams

Product Manager   Oct'24 – Dec'24
SeeMe   USA

- Designed **pricing strategies for AI-powered personalization** features for **SaaS product**, **increasing revenue by 15%**
- Led monetization experiments, optimizing freemium to premium conversion, resulting in a **30% increase in paid users**
- Designed and executed **A/B tests** on pricing and feature packaging, informing **roadmap** decisions and boosting revenue
- Built SQL-based revenue dashboards, improving data-driven decision-making on pricing and **customer lifetime value**
- Partnered with growth and marketing teams to drive acquisition and retention through revenue-focused experiments

Founder & CEO   Jul'21 – Aug'23
BluePandaJobs   India

- Built a B2B hiring platform that streamlined recruitment for enterprise clients
- Conducted market research and competitive analysis to optimize product positioning and growth strategies
- Strategically improved processes to place **182 candidates in suitable jobs**, enhancing client and candidate satisfaction

Software Development Engineer in Test   Mar'20 – Jun' 21
Mitratech   India

- Managed compliance and risk management software for clients including BlackRock, Shell, and Electronic Arts
- Enhanced product quality and **improved delivery time by 25%** through data-driven optimizations
- Led strategic initiatives to streamline processes, ensuring higher product efficiency and adoption
- Developed data-driven automation frameworks, **reducing manual testing efforts by 90%**

Consultant   Jan'16 – Feb'20
Deloitte Consulting- Strategy & Analytics   India

- Delivered technical consulting in design, integration, testing, training, and analytics across multiple sectors, including Healthcare, Banking, and Governance
- Delivered data-driven consulting solutions for clients, including Medicaid Enterprise Systems, Eli Lilly, ING, and J&J
- Developed ETL pipelines & automated dashboards, **improving data insights by 80%**
- Developed automated analytics dashboards, **reducing data processing time by 80%** and improving analytics efficiency
- Led workshops with clients to implement data-driven strategies, increasing stakeholder engagement
- Developed solutions that helped ING Australia gain **AU $295 million and 163,000 new customers**
- Designed automation frameworks, improving efficiency and **reducing manual effort by 90%**

EDUCATION

W. P. Carey School of Business at Arizona State University   May'25
Master of Science, Business Analytics   USA

SRM University   May'15
Bachelor of Technology, Software Engineering   India

SKILLS & ACTIVITIES

- **Languages:** Python, C#, .NET Framework 4.5, Java, C++
- **Product Management:** Agile, Sprint Planning, A/B Testing, Go-To-Market, Product Growth & Roadmap, SaaS products
- **Machine Learning:** Scikit-Learn, TensorFlow, XGBoost, NLP, Time Series Forecasting, LLMs, Generative AI
- **Database & Tools:** SQL, Tableau, JIRA, Figma, Talend, Data Visualization, Asana, GitHub
- **Relevant Courses:** Data Analytics, Machine Learning, Natural Language Processing, Data Structures, DBMS
- **Certification:** Introduction to Python (2024)
- Awarded 4 Spot and 1 Applause awards for exceptional performance during my term in Deloitte
- Recognized as a Star Performer for outstanding contribution in AstraZeneca