

# Siddharth Chauhan



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## ACADEMIC PROFILE

- 2021 PGDM-C, 3.01 CGPA  
MICA, Ahmedabad
- 2019 B. Tech. (Civil Engineering),  
9.2/10 CPI  
School of Technology,  
PDPU, Gandhinagar

## Tools & Techniques:

- Project Mgmt & Roadmap : Jira
- Prototyping : Figma
- AI Productivity Tools : Perplexity, ChatGPT, Gamma
- Data Analysis Tools: SQL, BigQuery, LookerStudio, Tableau
- Product Development Frameworks: Scrum
- API Testing : Postman

## Other Skills:

- User-centric ideation
- Root cause analysis
- MVP-first approach
- Process-driven change management
- Stakeholder management
- Team leadership
- Effective presentation & communication

## HOBBIES & INTERESTS

Bike rides, Travelling, Fitness, Exotic Food, Self-help books

## CAREER OBJECTIVE

Build products to understand problems and catalyze decision making

## WORK EXPERIENCE

4.5 Yrs

CureBay Tech. Pvt. Ltd.

Product Manager

Aug 2024 - Present

### Key projects:

- Connect – B2B Sales App
  - Empowered **80 sales managers** for a ₹25Cr+ GMV business line
  - Implemented end-to-end partner and order tracking, with tiered audit approvals
  - Onboarded **200+ retailers** to the self-serve platform, driving ₹1.5L GMV in 2 weeks
- Pharmacy Order Tracking & Logistics
  - Introduced structured order placement process, replacing ad-hoc calls/WhatsApp
  - Reduced order response time from **days to 2.75 hrs**
  - Scaled revenue from ₹2.5 Cr (Oct'24) to ₹4.5 Cr (Jul'25)
  - Enabled weak-link identification for faster corrective actions
  - Improved inventory planning accuracy through process-driven insights
  - Reduced sales loss by 5% by implementing a consumer-friendly alternative medicine suggestion flow
- Revamped products and sales strategies to enhance user experience across
  - Diagnostics for B2C, B2B2C and D2C
  - Camp app
  - Doc Consultation
- ABDM – Govt. of India initiative
  - Identified key opportunity for ABDM certification
  - Collaborated with tech team on HealthID Hub SaaS to monetize DHIS scheme
  - Conducted field research to ensure plug-and-play market fit
  - Coordinated HFR and HPR registration processes

### Core Competencies:

- Set up structured PDLC from scratch within **60 days of joining**
- Drove customer-centric design with rapid TAT (**3 days** for enhancements, **1 week** for new builds)
- Scaled from individual contributor to **5-member team** in 1 yr with clear ownership structure
- Championed MVP-first delivery model with **3-week release cycles** and fast-follows
- Ensured smooth, user-first rollouts by addressing on-ground adoption challenges.

Fossil Group Inc.

Manager – Commercial Tools

May 2021 – Jul 2024

### Key Projects:

- Regional Sales Dashboard: Enabled **70+ users** to track sales trends with **300+ monthly visits** across management levels.
- System Reconciliation Tool: **Saved 30 weekly hours** and prevented **1,000+ sales loss** units by resolving data gaps and enhancing cross-team communication.
- Inventory Health Dashboard: Monitored key KPIs for **50+ users** with **150+ monthly visits** to improve inventory insights.
- Ideal Weeks of Supply Model: Cut inventory from **15 to 9 weeks** by forecasting optimal stock using sales data.
- Data Ingestion Automation: Streamlined data flow from spreadsheets to GCP BigQuery for analytics readiness.

### Core Competencies:

- Identified business gaps and shaped the roadmap via cross-functional collaboration.
- Prioritized features and refined the product based on user feedback.
- Recruited & led a team of 7, fostering a culture of open ideas, transparent communication, growth, and shared ownership

### Career Trajectory:

- Manager – Global (Mar 2024 – Present)
- Asst. Manager – APAC & EMEA (Mar 2023 – Feb 2024)
- Asst. Manager – APAC (Mar 2022 – Feb 2023)
- Management Trainee (May 2021 – Feb 2022)

## INTERNSHIPS

6 Weeks

Sharekhan Ltd.

Brand & Communications Intern

May 2020 – Jun 2020

- Implemented GTM strategy of a new brand 'Espresso by Sharekhan'
- Developed influencer marketing strategy to create awareness about the new brand
- Mined insights to design a hero TVC

## CERTIFICATIONS

Certified Scrum Product Owner

Scrum Alliance

2023

Certified Scrum Master

Scrum Alliance

2023

## ACHEIVEMENTS

Quarterly Award

CureBay Tech. Pvt. Ltd.

Q3 2024

Employee the Year

Fossil Group Inc.

2021

Quarterly Award

Fossil Group Inc.

Q2 2023

Q2 2022

Q3 2021