Srinivasan KB

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Professional Summary

Product Manager with 5+ years of experience, specializing in B2B SaaS, customer experience, workflow automation, and platform strategy. Proven success in 0-to-1 product development, ecosystem integrations, mobile UX, and cross-functional execution. Known for scaling adoption and building revenue-generating features across web and mobile. Strong in driving roadmap alignment, launching strategic partnerships, and using analytics for product growth and prioritization.

Professional Experience

Product Manager – B2B SaaS | SurveySparrow | Jan 2023 – Present

Product Strategy & Execution:

- Scaled the Ticket Management module, driving a **254% YoY increase in usage**, by launching automation features, agent workflows, escalation handling, and dashboards across web and mobile.

- Enabled Product-Led Growth by improving self-serve **workflows** in the Ticket Management module, allowing users to set up automation triggers, and agent actions independently. This reduced onboarding support effort and increased feature adoption among new accounts.

- Increased free-to-paid conversions by highlighting advanced ticket automation and reporting features directly in the product, encouraging users to upgrade through contextual nudges and in-app prompts.

- Built the App Marketplace (AppNest) and launched third-party integrations (Salesforce, SurveySparrow GPT, MS Dynamics 365, Google Sheets, Segment, MS Teams, Marketo, IFTTT, Airtable); also led the Developer Program, expanding platform usage and ecosystem stickiness.

- Owned the end-to-end development of the **Document Generator** feature, transforming it into a revenue stream through advanced template automation and integration with survey workflows.

- Enhanced API and webhook infrastructure, enabling real-time, cross-platform automation and increasing enterprise-grade interoperability.

Mobile & UX Leadership:

- Launched **Frontline Mobile App (Android and iOS)** from scratch, delivering real-time support, offline survey handling, and agent-friendly workflows to boost completion rates and frontline adoption.

- Improved mobile UX by optimizing the user flow and mobile compatibility of surveys, leading to measurable uplift in survey completion and survey success metrics in mobile.

- Ensured full compliance with Play Store & App Store policies, enabling frictionless global distribution.

Cross-Functional Collaboration:

- Led alignment across Engineering, Design, QA, Support, Sales, Marketing, and CS to drive roadmap execution and ensure seamless GTM for all key features.

- Interfaced with customers and internal stakeholders (CSMs, Solution Engineers, Pre-Sales) to refine product strategy based on real-world usage and feedback loops.

Research, Analytics & Competitive Positioning:

- Conducted in-depth user interviews, surveys, and usage analysis to refine feature sets and optimize workflow automation.

- Established internal analytics dashboards to track adoption, NPS, churn signals, and business KPIs, driving better prioritization and product performance reviews.

- Spearheaded competitive analysis in the B2B SaaS CX space, informing differentiation strategy and long-term product vision.

Associate Product Manager – Mobile & SaaS | OkCredit | Dec 2021 – Jan 2023

Feature Development & Growth:

- Led the development of the BNPL Lending Product from **0 to 12,000+** active users within a few months by driving product adoption, operations, and customer onboarding.

- Managed end-to-end operations, handling loan disbursement, repayments, and user support until a separate collection and support team was formed.

- Conducted in-person meetings with small business owners to understand their financial challenges and refine the product for better usability and business impact.

- Drove **2.5x** increase in feature adoption through targeted engagement strategies, optimizing in-app prompts and automated messaging.

- Led feasibility studies for new product workflows, progressing them to early development stages.

Stakeholder & Cross-Functional Collaboration:

- Coordinated closely with engineering, marketing, payments, and customer support teams to ensure a seamless product experience.

- Partnered with sales and account managers to drive feature adoption and collect feedback.

User Research & Product Analytics:

- Analyzed feature usage, customer behavior, and revenue impact, generating reports for monthly management reviews.

- Conducted market and competitor research, identifying opportunities for differentiation and positioning.

Regional & Community Expert (Growth, UX, Retention & Engagement)

OkCredit & ShareChat | Jun 2019 – Dec 2021

User Engagement & Growth:

- Optimized user acquisition and retention for 200,000+ merchants, reducing CPA by **38%** through strategic growth initiatives.

- At ShareChat, launched Group & Audio Chat, enhancing engagement for 14M+ daily active users.

Digital Marketing Roles

Clootrack & Ansio | Feb 2019 – Jun 2019 / May 2018 – Nov 2018

Marketing & Growth Optimization:

- Implemented lead scoring models, improving marketing efficiency and conversion rates.

- Scaled app marketing strategy, reducing customer acquisition cost (CAC) significantly.

Education

- **MBA, Marketing & Operations**

  University of Madras, Chennai — *2016 to 2018 (Full Time)*

- **BE, Electrical and Electronics Engineering**

  PSR Engineering College, Sivakasi — *2012 to 2016 (Full Time)*

Skills

Core Product Competencies

SaaS Product Development · Agile & Dual-Track Agile · Workflow Automation · RICE Prioritization · Data-Driven Decision Making · Mobile UX Optimization · API & Webhook Integration · PLG Feature Design · Cross-Functional Execution

Tools & Technical Stack

JIRA · Notion · Figma · Confluence · Postman · Mixpanel · Heap · SQL · Looker · Airtable · n8n · Whimsical