

# Srinivasan KB

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## Professional Summary

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Product Manager with over 5 years of experience leading cross-functional teams and launching innovative B2B SaaS products. Skilled in Agile methodologies, customer experience management, and product development. Focused on driving product success through data-driven strategies, strong collaboration, and a user-centered approach.

## Work Experience

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### Product Manager (B2B SaaS) — SurveySparrow — Jan 2023 - Present

- Spearheaded the development and launch of the Ticket Management module, introducing features such as ticket workflows, agent management, SLA configurations, dashboards, and a mobile app for frontline users.
- Directed the integration with platforms (MS Dynamics 365, Marketo, MS Teams, Segment, IFTTT), boosting user engagement and platform functionality.
- Launched AppNest, SurveySparrow's App Marketplace, curating third-party integrations and leading the Developer Program to enhance platform growth.
- Managed the mobile app for offline surveys, ensuring compliance with Google Play Store and Apple App Store standards.
- Championed product improvements, updating APIs and webhooks to enhance functionality and reliability across systems.

### Associate Product Manager (Fintech Mobile App) — OkCredit — Dec 2021 - Jan 2023

- Supported the development of OkCredit's BNPL product, managing user research, analytics, and customer support, which led to 12,000+ active users.
- Enhanced feature adoption by 2.5x through targeted communication strategies across multiple channels.
- Led the ideation and feasibility study for a P2P lending product, progressing it to development.

### Regional Expert (Growth & UX) — OkCredit — Jun 2020 - Dec 2021

- Managed growth and retention for Tamil Nadu region, supporting 200,000+ merchants.
- Optimized CPA by 38% through experimentation with ad copy and registration flow improvements.

### Community Expert (Growth, Retention & Engagement) — ShareChat — Jun 2019 - Jun 2020

- Led the launch of Group and Audio Chat features for ShareChat, engaging 14M daily active users.
- Developed the playbook for feature roll-out, collaborating closely with beta users and planning nationwide campaigns.

## Digital Marketing Manager — Clootrack — Feb 2019 - Jun 2019

- Generated 15% more leads within 3 months through well-optimized B2C and B2B marketing initiatives.

## Digital Marketing Executive — Ansio — May 2018 - Nov 2018

- Launched and scaled app marketing strategy from 0 to 12,000 users in 6 months, significantly reducing CPI by 140%.

## Education

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- MBA (Marketing & Operations), University of Madras, Chennai (2016 - 2018)
- BE (Electrical & Electronics), PSR Engineering College, Sivakasi (2012 - 2016)

## Skills

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**Product Management:** Agile Methodologies, Customer Experience, Growth Strategies, User Engagement

**Tools:** JIRA, Notion, Slack, Confluence, SurveySparrow, Figma, Postman, Retool, Google Analytics, Heap, Mixpanel, Looker

**Other Skills:** Data Analytics, API Integration, User Research, AI Integration for Product Features