

Surya Prakash Dhar Dwivedi

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Professional Summary

Accomplished B2B Product Manager with robust experience in overseeing the full product lifecycle—from conceptualization to delivery. Specializes in B2B SaaS, consumer lending and credit card origination. Demonstrated ability to enhance operational efficiency, market penetration, and profitability through strategic leadership and innovative solutions. Passionate about building scalable, data-informed, user-first AI products in fast-paced, high-impact environments.

Key Achievements

1. Productivity Enhancement: Enhanced developer efficiency by 20% by optimizing processes in the development of the "NetOxygen Launchpad Admin Portal."
2. Market Delivery Acceleration: Reduced product demo time-to-market from 6-9 months to 1 month, significantly boosting client conversion rates.
3. Revenue Growth through Cross-Selling: Developed tailored financial product recommendations using credit data, resulting in a 25% increase in customer retention and revenue.
4. Innovation in Lending: Pioneered the use of Generative AI for real estate recommendations and loan processing, increasing loan closure rates by 30%.
5. Business Line Creation: Successfully launched a new credit card origination line, overseeing all aspects from market research to workflow design, increasing loan volume by 30%.
6. Known for a "get-things-done" attitude with empathy toward user needs and cross-functional collaboration.

Professional Skills

1. Product Management: Expert in managing end-to-end product lifecycle and strategies, Auto Decisioning ,Creating Roadmaps and workflow automations.
2. Agile & Scrum Methodologies: Proficient in leading agile projects, enhancing team agility and product quality.
3. Data Analysis & Market Research: Skilled in using analytical tools, Gen AI , NLP models to drive decisions and address market needs.
4. Stakeholder Engagement: Adept at aligning product features with business goals and client expectations.
5. Technical Tools: Proficient in Balsamiq, Figma, Jira, Trello, SQL, Python, Postman and Google Analytics.

Professional Experience

Wipro Gallagher Solutions, Noida

Associate Product Manager - Consultant	July 2022 – Present
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1. Led UX design and wireframing for over 750+ B2B SaaS application screens, enhancing user interaction resulting in more client demos.
2. Authored critical documentation (BRDs, FSDs, API docs) ensuring clarity across technical and non-technical stakeholders.
3. Delivery & Execution: Spearheaded effort estimation, sprint planning, and on-time delivery of high-impact functionalities, ensuring the successful execution of projects decreasing the investment by 30% driving more profit margins.
4. Managed product backlogs and roadmaps, focusing on priority enhancements to maximize business impact.
5. Strategic Product Expansion: Developed cross-sell financial products, enhancing customer lifetime value in consumer lending, driving revenue growth and business expansion.
6. Customer Experience & Retention: Improved Net Promoter Score (NPS) through targeted UX and product refinements, driving engagement and satisfaction, resulting in increased customer retention and revenue.
7. Designed and optimized credit card origination workflows including KYC, fraud checks, and credit risk scoring.

8. Led QA Validation and efforts and reviewed comprehensive test cases to ensure stable, scalable and high quality deployments.
9. Lead discovery and validation of product capabilities, focusing on technical feasibility and architectural impact.
10. Collaborated across product, engineering, QA, and stakeholders to drive user-centric feature development and troubleshoot product gaps. Delivered technical and functional product demonstrations to key stakeholders and clients, actively contributing to customer-facing discussions and solution alignment.
11. Seamless Third Party Integration: Led integration with Lexis Nexis, Experian PID, Cross core for KYC, and fraud check services, ensuring seamless and secure data integration for enhanced product functionality.

Developer	June 2021 – May 2022
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1. Developed and optimized product built on .NET, SQL and Angular, enhancing functionality and user satisfaction.

Veefitt Ventures Pvt Ltd, Jalandhar

Product Manager, Founding Member	Aug 2019 – Apr 2021
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1. Directed the creation of "Ovis," a specialized workbench for fitness trainers, from ideation through launch.
2. Conducted comprehensive market research and user feedback analysis to continually adapt product features.

Education

Dr. B.R. Ambedkar National Institute of Technology

B.Tech, Instrumentation and Control Engineering	2017 – 2021
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Community Engagement

- Led the Robotics Society at NIT Jalandhar, overseeing management and strategic initiatives.
- Contributed to the design and fabrication of an award-winning electric vehicle for ESVC 2019.

Languages

English (Fluent), Hindi (Fluent), Punjabi (Fluent), Bhojpuri (Average)