

**PRODUCT MANAGEMENT EXPERIENCE**

**HEAD OF PRODUCT AND TECHNOLOGY, Reniso Estate Management Services Pvt. Ltd., Delhi, India** *Aug'18-Present*  
 Founded by IIM Ahmedabad & IIM Calcutta alumni, Reniso is India's 1st End-to-end residential property management firm.

<b>Roles</b>	<ul style="list-style-type: none"> <li>Led <b>engg. team</b> to deliver android app &amp; website resulting significant increase in customer acquisition</li> <li>Prepared <b>FY19 planning</b> &amp; detailed <b>roadmaps</b> for multiple app(<b>Android &amp; IOS</b>) &amp; <b>website</b> which fueled discussions with multiple <b>internal team, end users &amp; management</b> w.r.t. short &amp; long term product vision</li> </ul>
<b>Achievements</b>	<ul style="list-style-type: none"> <li>Launched the MVP for the client andoird app within 1 month of joining</li> </ul>

**DIRECTOR- PRODUCT, Precision Agriculture for Development (PAD), Guj, Odisha & Karnataka, India** *Feb'17–Aug'18*  
 PAD is an Agri-tech organization founded by Harvard & HBS Professors & alumnus. It has presence in India, Kenya, Ethiopia, Equador & Pakistan. In India, it provides mobile-based agricultural advisory service to small & marginal farmers.

<b>Roles</b>	<ul style="list-style-type: none"> <li>Created <b>PRDs, user stories &amp; multiple app-iterations</b> using feedback loops to decide <b>B2C app</b> features</li> <li>Performed <b>industry landscaping &amp; conjoint surveys</b> to deliver <b>monetizable product value propositions</b></li> <li>Managed strategic &amp; operational partnerships with IVR &amp; telecom companies to improve service experience</li> </ul>
<b>Achievements</b>	<ul style="list-style-type: none"> <li>Conceptualized the idea of android app to increase the <b>reach by 25%</b>, successfully created the first version</li> <li>Revamped <b>website, databases &amp; user profiling software</b> which increased <b>service efficiency by 18%</b></li> <li>Completed the technical set-up and <b>launched the service</b> in a new geography, Bhubaneshwar, <b>in three days</b></li> </ul>

**ENTREPRENEURIAL EXPERIENCE**

**PRODUCT HEAD & FOUNDER MEMBER, LetMeDrive, Delhi & Chandigarh, India** *Aug'14 – Feb'17*  
 LetMeDrive is a technology driven self-drive car-rental service. Customer can rent cars and return anytime, anywhere within the city

- Acquired by RBTS**, a leading b2b player in market since 1986 *2017*
- Featured** in most of the online media with tops such as **yourstory, Iamwire, Mint**, etc. *2015-2017*
- Recognized as **most rated** self-drive service G+- 4.8/5, Facebook- 4.8/5, Android- 4/5, JustDial- 4.3/5, Sulekha- 4/5 *2016-2017*
- Awarded **top 5 car-rental in India** by Autoportal in 2015 and the **most viewed writer in rental cars** on Quora in 2016

<b>Product Management</b>	<ul style="list-style-type: none"> <li>Created <b>roadmap, user stories</b> using <b>feedback loops</b> to launch website which led to 15000+ reg. users, 3.2 avg. Google ranking (top 15 keywords), 100000+ views/day &amp; 426000+ Google search impressions <b>in 1.5 yrs</b></li> <li>Spearheaded team to launch <b>mobile app</b> which reached 10000+ downloads, 1000+ active users <b>within 6 mons</b></li> </ul>
<b>Partnership &amp; Strategy</b>	<ul style="list-style-type: none"> <li>Secured vendors &amp; <b>on boarded 3/5 major players</b> with <b>500% increase</b> in fleet inventory between 2014- 2016</li> <li><b>Analyzed customer's behavior</b> to achieve improved <b>retention rate</b> from <b>5%</b> in 2015 to <b>24%</b> in 2016</li> <li><b>Raised initial angel funds</b> of \$40k (unofficial), handled fund, business finance &amp; legal</li> </ul>
<b>Operations &amp; Marketing</b>	<ul style="list-style-type: none"> <li>Led calling team to achieve <b>300% increase</b> in calls/day &amp; <b>conversion rate</b> from <b>2%</b> in 2014 to <b>12%</b> in 2016</li> <li>Created &amp; moderated <b>online/offline marketing</b> which led social media to <b>reach organically</b> 5600+ likes on fb, 300+ followers on twitter, &amp; 25000+ views on Google+ <i>2016</i></li> </ul>

**CHIEF ARCHITECT OF TECHNOLOGY, FOUNDER MEMBER, Suggest Me on Call, Delhi, India** *Aug'12 –Jul'14*  
 Suggest Me on Call provides suggestions on-call for eating/hanging out places & offers based on user's interests, situation etc.

<b>Software Development</b>	<ul style="list-style-type: none"> <li>Defined <b>roadmap</b> as <b>product owner &amp; developed software</b> from scratch to various following modules</li> <li>Implemented ideas like <b>tagging, semantic tech. &amp; interest based suggestions</b> to reach 8000+ customer base</li> </ul>
<b>Partnership &amp; Strategy</b>	<ul style="list-style-type: none"> <li>Collaborated with food businesses to scale up operations, <b>on-boarded 1000+ eating &amp; hangout places</b></li> <li>Created <b>UX</b> via feedback-loops which raised queries by 500% &amp; retention rate from <b>2%</b> Jan'13 to <b>10%</b> Jan'14</li> </ul>
<b>Marketing</b>	<ul style="list-style-type: none"> <li>Ideated &amp; executed marketing plans which led <b>social media(org.)</b> reach to 1200+ likes &amp; 10000+ views of G+</li> </ul>

**TECHNICAL EXPERIENCE**

**SENIOR TECHNICAL ASSOCIATE, Bank of America (BOA), Gurgaon, India** *Jul'10 – Aug'12*

<b>Data Warehousing</b>	<ul style="list-style-type: none"><li>• <b>Wrote scripts for application deployment</b> to Informatica environment, <b>solved production issues promptly</b></li><li>• <b>Scripted</b> Informatica’s <b>installation &amp; upgrade</b>(8.6 to 9.1), health checks &amp; code migration on all ETL servers</li></ul>		
<b>Professional Certification</b>	Capital Market & Investment Banking Ops. Understanding Foreign Exchange	Investment Banking Analytics Personal Finance Management	Liquidity Decision Tool Product & Pricing Assessment

**EDUCATION QUALIFICATION**

B. E. – Computer Engineering	Delhi College of Engineering, Delhi (Delhi University)	68.38%	2010
Class XII	Arwachin Bal Bharti Senior Secondary School, Delhi (CBSE)	83.8%	2006
Class X	Arwachin Bal Bharti Senior Secondary School, Delhi (CBSE)	86.6%	2004

**OTHERS**

<b>Academic Excellence</b>	<ul style="list-style-type: none"> <li><b>98.04%ile</b> in CAT 2012; <b>4314 AIR</b> in IIT JEE-2007; <b>98%ile</b> in All India Engineering Entrance Exam <i>2006</i></li> <li><b>99.95 %ile</b> at Talent Search Contest based on aptitude conducted by Indraprastha Engg. College <i>2005</i></li> <li>Awarded Merit certificate by <b>BHARAT VIKAS PARISHAD</b> for academic excellence <i>2004</i></li> </ul>
<b>Position of Responsibility</b>	<ul style="list-style-type: none"> <li><b>Member-core team, founder</b> (3<sup>rd</sup> &amp; 4<sup>th</sup> yr.), Entrepreneurship Development Cell, DCE <i>2008-10</i></li> <li><b>President</b> (4<sup>th</sup> yr.) &amp; <b>Jt. Sec</b> (3<sup>rd</sup> yr.), Computer Society of India, DCE <i>2008-10</i></li> </ul>
<b>Interests</b>	Spiritual, book reading, travelling, trekking, Indian Music, Table Tennis, Cricket

**TECHNICAL SKILLS**

- Programming Languages/Databases: **Python, ASP.NET, MSSQL, C, Java & Bash**
- Software: **Jira, Slack, Bitbucket, Gitlabs, Moqups, Invisionapp, Coggle, Google Analytics, Informatica** (Power Center 9.1)