

SAHASHRAANSHU

Product Manager

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SUMMARY

- Product Development:** Successfully launched 5+ product lines and implemented innovative solutions like AI-powered trading assistance, recommendation systems, and drone control software, resulting in measurable business growth and user engagement.
- Cross-Functional Leadership:** Led teams of 20+ across engineering, design, and marketing to deliver products on time and within budget, reducing time-to-market by up to 20%.
- AI/ML Integration:** Directed the integration of advanced AI/ML technologies in multiple domains, improving efficiency, customer satisfaction, and market adoption by up to 30%.
- Customer-Centric Focus:** Improved customer satisfaction by up to 25% through user feedback loops, usability testing, and training programs.
- Strategic Planning:** Defined OKRs, optimized product roadmaps, and conducted competitive analysis to identify market gaps and guide product innovation, achieving 15%-25% growth in key performance metrics.
- Data-Driven Insights:** Utilized SQL, Tableau, and KPI tracking to analyze market trends, optimize processes, and drive strategic decisions, enhancing funding and operational efficiency by 20%+.
- Technical Proficiency:** Hands-on expertise with tools like Jira, Figma, HubSpot, and Canva, coupled with strong knowledge of Agile, Waterfall, and Lean methodologies.
- Industry Expertise:** Extensive experience in AI, electric vehicles, mining, fintech, e-commerce, and cloud computing.
- Education:** MBA in Marketing from the University of California, Riverside, and a Bachelor's in Computer Engineering from LDRP-ITR, Gandhinagar.
- Achievements:** Winner of MarkStrat Simulation competition and founder of AGSM Programming Club, demonstrating leadership and a commitment to innovation and skill development.

PROFESSIONAL EXPERIENCE

Zest Analytics, CA - Product Manager Intern Nov 2024 – Present

- Collaborated with cross-functional teams to streamline drone control software development, integrating customer feedback and improving user experience by 20%.
- Developed comprehensive product documentation and user guides, ensuring clarity and consistency, which reduced customer onboarding time by 30%.
- Conducted market research and competitive analysis to identify gaps in real estate drone technology solutions, contributing to the roadmap for innovative features.
- Designed and implemented email campaigns via HubSpot and ConstantContact, enhancing customer engagement rates by 15% and driving leads to the CRM pipeline.
- Facilitated customer communication by hosting regular check-ins and feedback sessions, fostering trust and increasing client satisfaction by 25%.
- Managed social media marketing strategies using Canva and analytics tools, resulting in a 40% growth in brand visibility and follower base.
- Optimized drone data report generation workflows, reducing processing time by 25%, enhancing operational efficiency, and improving report accuracy.

Celeritas AI, MN - Product Manager/ Strategy Consultant April 2024 – June 2024

- Led the product strategy and development for cutting-edge AI solutions like KUBER (an AI-powered trading assistance system) and IRIS (an e-commerce recommendation system), improving market penetration and enhancing product functionality.
- Defined and tracked OKRs for the AI product roadmap, achieving a 20% improvement in team alignment and timely feature delivery.

- Led a cross-functional initiative to integrate ESG principles into the development of AI products, reducing carbon footprints by leveraging cloud-based energy-efficient infrastructure.
- Directed the integration of AI/ML technologies into financial services through KUBER, enabling long-term, mid-term, and short-term trading strategies with voice-based interaction via Alexa and Google Assistant, leading to a 20% increase in user engagement.
- Spearheaded the design and development of IRIS, an AI-based recommendation engine for e-commerce, utilizing machine learning to improve recommendation accuracy and boost customer purchase rates by 15%.
- Collaborated closely with data science and engineering teams to implement TOTA, a chatbot system using advanced LLMs like BERT and RoBERTa, which improved user query resolution times by 30% and streamlined customer service operations.
- Played a key role in developing VIRCALP, a virtual calibration platform for automotive OEMs, leading to a reduction in software development costs by 20% using AI/ML-driven simulations.
- Worked cross-functionally with engineering, marketing, and design teams to ensure that AI-driven product solutions aligned with customer needs and market trends, contributing to an overall increase in market adoption by 25%.

National Science Foundation, CA - Product Manager Intern

Oct 2023 – Dec 2023

- Led a cross-functional team to develop and launch a research grant management platform that streamlined the grant application process by reducing processing times, ultimately improving operational efficiency for the NSF by 25%.
- Collaborated with researchers and stakeholders to gather user requirements and translate them into a product roadmap, which resulted in the development of a new data-driven dashboard that enhanced the NSF's ability to track and analyze large-scale scientific projects, improving decision-making accuracy.
- Developed KPI dashboards that provided actionable insights into grant allocation, resulting in a 10% increase in funding efficiency and measurable social impact.
- Spearheaded global stakeholder workshops to align grant management platform features with international research community needs, fostering collaboration across 15+ countries.
- Conducted market research and competitive analysis on federal research funding platforms, identifying key differentiators that informed the optimization of product features, which led to a 20% increase in usability and satisfaction among platform users.
- Spearheaded the creation of training programs for NSF staff and researchers, successfully onboarding users, which reduced technical support requests by 30% and increased user autonomy.
- Managed weekly sprint planning and backlog prioritization using Agile methodologies, ensuring timely delivery of product features, which increased collaboration between cross-functional teams and resulted in achieving project milestones ahead of schedule by 15%.
- Optimized user experience (UX) by working closely with the UX/UI team, implementing feedback loops that enhanced CSAT among researchers and NSF staff.
- Analyzed key performance metrics and developed a KPI tracking system, enabling real-time performance monitoring of funded projects and improving reporting accuracy for NSF decision-makers.

Vedanta Limited, India - Product Manager

May 2018 – Sep 2022

- Led the development and successful launch of five new product lines in the mining and metals sector, which boosted company revenue by 25% in the first year by leveraging customer feedback and market insights.
- Collaborated with global sales teams to gather market feedback and optimize product features, expanding adoption across international markets and increasing global revenue by 15%.
- Conducted end-to-end usability testing and customer interviews, leading to a 25% improvement in product usability and customer satisfaction scores.
- Coordinated cross-functional teams of over 20 engineers, designers, and stakeholders to streamline the product development lifecycle, reducing time-to-market by 20% through the implementation of Agile methodologies.
- Applied data-driven decision-making using SQL and Tableau to analyze customer behavior and market trends, which resulted in improved product positioning and a 15% increase in user satisfaction.
- Developed strategic product roadmaps that aligned project goals with the company's business objectives, expanding the market share and growing the business in key sectors like mining and industrial products.
- Successfully managed budget planning and resource allocation across multiple projects, ensuring on-time delivery within budget constraints while meeting or exceeding key performance indicators (KPIs).
- Worked closely with engineering teams, applying strong technical acumen to oversee end-to-end development of software tools that improved operational efficiency and reduced costs by integrating automation features.
- Conducted regular customer discovery sessions and user testing, championing a user-centered product development approach that led to significant feature improvements and increased user satisfaction among 500+ users.

- Initiated and led cross-functional projects, establishing strong relationships with key clients and partners, contributing to long-term business growth through increased strategic partnerships.
- Optimized product lifecycle management using JIRA, enhancing project tracking and documentation, and maximizing team alignment and productivity.

KPMG, India - Junior Product Manager

Jul 2017– Apr 2018

- Collaborated with cross-functional teams to lead the development of a new client analytics platform, which enhanced data-driven insights for consulting services and improved client decision-making by 20%.
- Designed and implemented a product feedback loop by working closely with the data analysis team, translating client feedback into actionable product enhancements that increased overall client satisfaction by 15%.
- Conducted market research and competitive analysis to identify emerging trends, which led to the integration of new features into client product offerings and helped clients maintain a competitive edge in their industries.
- Streamlined internal workflows by introducing Agile project management practices, which improved coordination between development and business teams and reduced the overall product development cycle by 10%.
- Acted as the primary point of contact for ongoing client relationships, leading product presentations and demos to senior stakeholders, which resulted in successful adoption of new digital solutions by key clients.
- Collaborated closely with engineering teams, leveraging technical acumen to manage three digital transformation projects, developing product roadmaps and driving execution to optimize client operational efficiency.
- Championed a user-centered product development approach by developing detailed user stories and product documentation, ensuring clear, actionable tasks for development teams.
- Analyzed client data using SQL and monitored KPIs using Power BI, providing data-driven reports that facilitated informed decisionmaking and project optimization.

TECHNICAL SKILLS

Methodologies	Agile (Scrum, Kanban), Waterfall, Lean Product Management, SDLC
Product & Business Management	Product Lifecycle Management, Project Management, Product Roadmaps, Market Analysis, Competitive Research, Stakeholder Engagement, Go-to-Market Strategies, Change Management, Process Automation, Strategic Planning, Budgeting, Forecasting, Pricing Strategy, Sales Operations
Industry Expertise	AI, Electric Vehicles, Mining, FinTech, eCommerce, Cloud Computing, Supply Chain Optimization
Product Management Tools	Jira, Asana, Trello, Monday.com, Pivotal Tracker, Confluence, Slack, Microsoft Project, Google Drive, Launch Darkly, Figma, Canva
Data & Analytics Tools	SQL, Tableau, Microsoft Excel, A/B Testing, Business Intelligence (BI), KPI Tracking, Data-Driven Decision Making
Design & UX/UI Tools	Wireframing, Prototyping, Design Thinking, User Experience Design (UX), User Interface Design (UI), Figma
Operating Systems	Windows, MacOS, Linux
Collaboration & Communication Tools	Microsoft Teams, Zoom, Slack, Google Workspace (Drive, Docs, Sheets)
OKRs and Usability Testing explicitly	OKRs, Usability Testing, ESG Integration

EDUCATION

University of California, Riverside, USA	Sep 2022 – Jun 2024
MBA in Marketing	
LDRP-ITR, Gandhinagar, India	Jun 2014 – May 2018
Bachelor of Technology, Computer Engineering	

PROJECTS

Grocery Assistant – Mock application development

- Developed marketing strategies for a dieting and shopping app, designed the app's branding and logo, and created advertising mockups using Canva, Google Slides, and Figma.
- Created wireframes using Figma, documented project progress through Notion, calculated marketing costs using MS Excel, and developed Ideal Customer Profiles (ICP) and Buyer Personas for product evaluation.
- Conducted user-centered design practices, emphasizing user needs and preferences in the app development process.

Mark Strat Simulation Videogame – Competition winner in MBA

- Led a cross-functional team to victory in the MarkStrat Simulation, excelling in strategic planning, market analysis, and decisionmaking to outperform competitors.
- Managed budget allocation across R&D, marketing, and production, utilizing data-driven insights to optimize product performance and profitability.
- Fostered a collaborative environment, ensuring clear communication and alignment on objectives, resulting in cohesive team execution and successful outcomes.

Mattel market research

- Conducted market research by creating a survey to collect user data on the Barbie franchise, consisting of ordinal, nominal, and interval questions.
- Analyzed survey data to gain insights into customer preferences, informing strategic recommendations for product development and marketing.

AGSM Programming Club

- Initiated and led the establishment of the AGSM Programming Club at AGSM, UCR, fostering a collaborative environment for students to enhance their technical and programming skills, with participation growing to over 30 members in its first quarter.
- Designed and organized hands-on coding workshops and hackathons, providing opportunities for students to apply programming skills in real-world scenarios, resulting in a 40% improvement in participants' coding proficiency by the end of the term.
- Collaborated with faculty and industry experts to develop a structured curriculum that covered topics such as Python, SQL, GenAI and Tableau, ensuring alignment with the school's academic objectives while encouraging peer-to-peer learning.