



# VED P MISHRA

## ASST. PRODUCT MANAGER

### PERSONAL PROFILE

I am passionate about building user-centric products for web and mobile platforms. Worked extensively on product ideation, product execution with expertise in market research, solution design, Business Analysis, and new product development.

### WORK EXPERIENCE

#### Asst. Product Manager

Securenow (SNTS) | Sept 2019 - present

- Collaborate cross-functionally with engineering, design, marketing, and sales team to identify and deliver new product requirements.
- Develop and execute the detailed product roadmap.
- Leverage data analytics, beta testing & user research to identify & implement new features.
- API integration with partners for business expansion.
- Create functional and technical application documents

#### Management Trainee

Ceasefire Industries Pvt Ltd. | July 2018 - Aug 2019

- Generate sales opportunities by identifying appropriate business targets, engage opportunities, execute a strategic sales process.
- Maintaining fruitful relationships current and potential clients.
- Prepares proposals, reports, and presentations for client & stakeholders

### EDUCATIONAL HISTORY

#### NIET (Dr. A.P.J. Abdul Kalam T University)

Master of Business Administration | Jul 2016 - Jun 2018

- GPA: 7.1
- Studies Marketing & International business in major & minor simultaneously.
- Interned with Britannia Industries Limited.

#### Narayana Business School

Bachelor of Business Administration | Jun 2013 - Apr 2016

- GPA: 6.8
- Thesis involved studying general business courses and advanced courses for marketing.
- Interned with Capital first Limited.

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### SKILLS SUMMARY

- Product roadmaps
- Product Life Cycle
- Product pricing
- Create GTM (go-to-market) launch plans
- UX/UI Design
- Process Improvement

### PROJECT & COCURRICULAM



E-banking taught the value for customer time.



Fund raising for Cancer patients responsibility toward society.



Debate on "Developing INDIA struggle" at state level.



Represented school at ISRO Ahmedabad in state level competition.