

Parul Singh

Product Management

A passionate Product Manager with 4.5 years of experience in Development, Strategy, Management and Marketing roles. Adept at understanding product requirements from a technology and business perspective with a creative outlook.



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SKILLS

Product Management Marketing Strategy Product Marketing Product Development Product Lifecycle Management

Business Development Stakeholder Management Cross-functional Team Leadership Product Roadmapping

Digital Consulting Agile Methodologies Market Analysis Business Strategy Product Strategy Product Launch

WORK EXPERIENCE

Product Manager

Tech Mahindra

03/2020 - Present

An AI powered specialized skills and marketplace community of expert design thinkers and freelance developers to meet the dynamic technology needs of today's new age global customer.

Achievements/Tasks

- Played a key role in the initial **requirement analysis and design thinking** along with the shadow board team
- Drove the **competitive analysis** and **market research** activities for existing platforms
- **Recruited, mentored** and **facilitated training** sessions for the management associates in the team
- Defined the **product roadmap** with regular product overhauls and customer requirement analysis, adding **20+** major product features
- Spearheaded the **product launch**, campaigns and client onboarding accounting to **75%** of existing users on the platform
- Collaborated with various stakeholders from the legal, finance, security, taxation and compliance departments reducing the **launch time by 30 days**
- Drove organization level initiatives for cost optimization saving **200k USD** in operations cost

Corporate Strategy Manager

Tech Mahindra

01/2020 - 03/2020

Assisted the then Chief Strategy Officer and President for Global Alliances during his stint at Tech Mahindra for major alliances strategy building and business development.

Achievements/Tasks

- Shared my vision for **strategic alliances** and contributed in creating **alliance strategies** for our preferred partners
- Collaborated with the Central Alliances team, partners and different alliance managers to discuss targets, challenges, marketing strategies, current status and business opportunities

WORK EXPERIENCE

Marketing Manager

Tech Mahindra

07/2018 - 12/2019

Blue Marble is Tech Mahindra's digital transformation accelerator that empowers enterprises to kick-start their digitalization journey.

Achievements/Tasks

- Spearheaded **content creation, content management and story boarding** for sales kit
- Improved **web presence** by **15%** through visuals, content, microsite and product videos
- Performed **market research and analysis** activities for competitive B2B products to establish value proposition
- Penetrated new regions through **strategic marketing initiatives** closing a **500k USD** PoC deal for a Latin American network carrier
- Drove **marketing campaigns**, participated in analyst and pre-sales related marketing initiatives to improve **product visibility**, improving **lead generation** by **30%**
- Involved in **acquisition and merger** related activities during the merger of an acquired company product with Blue Marble
- Organized the **Brand Launch event** for rebranding post-merger for sales leadership, planned PR and social media related activities

Java Developer

Tech Mahindra

08/2016 - 06/2018

This project included digital transformation of the inventory management system, warehousing and the supply chain management of T-Mobile across the USA. The supply chain management process was broken down into microservices based application (pods) across 500 stores

Achievements/Tasks

- Microservices based inventory management system for a CSP in the US
- Diagnosed and resolved bugs within microservices to allow for integration and utilization of proprietary applications
- Created Java classes for physical inventory pod and performed unit testing, writing test scripts
- Involved in creation of **service orchestration mechanism** for the customer's web portal

EDUCATION AND TRAININGS

B.E. (Computer Science)

Savitribai Phule Pune University

07/2012 - 06/2016

AIM Corporate Sales Training

Tech Mahindra

04/2018 - 06/2016

Harvard Manage Mentor

Online Business course (Harvard)

04/2016 - 04/2016

VOLUNTEER EXPERIENCE

Volunteer

Organization

06/2012 - Present

Tasks/Achievements

- Raised 100,000 INR for an international NGO through an event
- Conducted Yoga, meditation and dance workout sessions for corporate, colleges and NGOs