

Bindu Chandra Shekhar Mishra

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Bengaluru,KA

Product Manager

SUMMARY

Experienced Product Manager well versed with all facets of product development & management including design, development, launch & marketing. Possesses in depth experience of translating complex customer needs into requirements to deliver features that provide competitive differentiation to the product. Adept at understanding product requirements from a technology as well as business point of view.

KEY SKILLS

Product Management

Product Overhaul

Feature Integration

Product Development

Telecom

SaaS

Analytics

User Growth

Team Leadership

Power BI

SQL

Retail

Java

PROFESSIONAL EXPERIENCE

Product Manager

Aug '20 - Present

Medibox Digital Solutions Private Limited

Bengaluru, KA

Medibox is a digital platform that connects retailers and distributors to buy and sell healthcare and pharma products

Product Management

- Documented user stories, specifications, and product features to communicate across teams build requirements.
- Partnered and integrated with financial lending institutions to provide EMI assistance.
- Created Gift Card and loyalty rewards logic (business+technical) to increase repeat purchase behaviour.
- Managed product development cycle, including prototyping designs and coordinating production.
- Defined and analysed metrics to measure product performance. Prioritized roadmap in order to achieve product goals.
- Created and coded email campaigns, A/B tested various formats to increase customer engagement and generate revenue.

Analytics & Leadership

- Set up Google Analytics dashboards to identify product features that correlated with customer attrition ,reduced churn by 7%
- Built data visualisations using PowerBI and SQL for product KPI that reduced manual reporting work by 10 hours weekly
- Led the product team consisting of 4 business Analysts to increase the platform adoption and revenue

Business Analyst

May '19 - Jul '20

Tarnea Technology Solutions Private Limited

Bengaluru, KA

Tarnea is a B2B company ushering a convergence of Retail-Tech with Digital Payments and FinTech

Product Management

- Scoped out features, created wireframes and built the product roadmap for a mobile app for pharma retailers
- Translated customer and market requirements into product design and functional specifications.
- Derived conceptual designs from business objectives to deliver software and applications according to specifications for usability, performance and functionality.
- Participated in review meetings for monitoring progress of the project as per schedule / budgets, ensuring timely completion & delivery of the project.
- Risk Identification and Risk Mitigation Planning at appropriate stages of the project lifecycle.
- Designed intuitive and user-friendly UI/UX process flows and wireframes for best Customer Experience.
- Worked closely with the Engineering and QA teams to execute translate and execute customer value into tangible value releases

Software Engineer

Dec '13 - Mar '17

Amdocs Development Center India

Pune, MH

Amdocs is leading software, services provider to communications and media companies

- Worked alongside business architects and solution managers to build scalable solutions for major US Telcom companies.
- Performed detailed Design and Coding tasks during the Development phase, supported all phases of SDLC.
- Wrote modular, secure and well tested code in Java that's currently billing millions of users.
- Led tech debt initiatives to make software more extensible for new features.
- Worked closely with customer support to respond quickly to user issues, permanently solve them,reduced the turnaround time.
- Recognized by executives for completing projects in a timely manner and within budget.
- Provided mentoring and knowledge transfer of complex business functionalities to new team-members.

INTERNSHIPS

Management Trainee

Oct '18 - Dec '18

Gujarat Cooperative Milk Marketing Federation Limited(AMUL)

Ahmedabad, GJ

Amul, is an Indian dairy cooperative society, based at Anand in the Indian state of Gujarat

- Studied distribution model of Haldiram, Balaji Wafers, Real Namkeen, Gopal Namkeen by interacting various players in channel.
- Compared Sales Strategy ,margin structure, incentives offered and beat structure of the companies calculated Distributor ROI.
- Orchestrated a financially viable marketing strategy for Amul ambient and chocolate line products for Amul small packs.

Development Trainee

May '17 - Jul '17

SIDDHIVINAYAK AGRI PROCESSING PVT LTD

Pune,MH

SV Agri provides an end-to-end value chain for smallholder potato farmers

- Identified the gaps in web portal and mobile apps, recommended changes and helped to implement them.
- Pitched portal to 45 potato cold storages and 10 SHG's, generated 37 direct lead and 5 cross leads and enrolled 35 of them.

EDUCATION

Institute of Rural Management Anand

May '17 - Apr '19

M.B.A.-Marketing

Anand, GJ

Institute of Rural Management Anand is an autonomous institution and premier business school located in Anand Gujarat

- CGPA: 2.58 / 4

Raj Kumar Goel Institute Of Technology

May '09 - May '13

B. Tech - Information Technology

Ghaziabad, UP

RKGIT is top 10 private engineering college in Uttar Pradesh

- Overall Percentage 69.74%

ADDITIONAL INFORMATION

- **Languages:** English, Hindi and Marathi

SELECTED PROJECTS

Brand Management

Title: How Amul is able to sustain its strong brand equity with low advertising budget?

- Analysed marketing campaigns of Amul focussed on gender, youth and national icons, Assessed brand equity
- Created annual marketing calendar for Amul topicals keeping in view the general election of India 2019

Marketing Research and Analytics

Title: Smartphones: Changing the Digital Landscape of India

- Exercised qualitative and quantitative research with methods like ZMET, K-means clustering, PCA
- Designed product modifications to digitally transform local vernacular newspaper to mobile app

EXTRACURRICULAR ACHIEVEMENTS

- Runners-up in IIM Shillong Marketing Competition 'Inglorious Barthers:' 2017.
- Awarded special performance appreciation by manager for 'Single View' contribution 2016