

# 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

<b>Management Trainee</b>	Oct '18 - Dec '18
<b>Gujarat Cooperative Milk Marketing Federation Limited(AMUL)</b>	Ahmedabad, GJ
<i>Amul, is an Indian dairy cooperative society, based at Anand in the Indian state of Gujarat</i>	
<ul style="list-style-type: none"><li>• Studied distribution model of Haldiram, Balaji Wafers, Real Namkeen, Gopal Namkeen by interacting various players in channel.</li><li>• Compared Sales Strategy ,margin structure, incentives offered and beat structure of the companies calculated Distributor ROI.</li><li>• Orchestrated a financially viable marketing strategy for Amul ambient and chocolate line products for Amul small packs.</li></ul>	

<b>Development Trainee</b>	May '17 - Jul '17
<b>SIDDHIVINAYAK AGRI PROCESSING PVT LTD</b>	Pune,MH
<i>SV Agri provides an end-to-end value chain for smallholder potato farmers</i>	
<ul style="list-style-type: none"><li>• Identified the gaps in web portal and mobile apps, recommended changes and helped to implement them.</li><li>• Pitched portal to 45 potato cold storages and 10 SHG's, generated 37 direct lead and 5 cross leads and enrolled 35 of them.</li></ul>	

## EDUCATION

<b>Institute of Rural Management Anand</b>	May '17 - Apr '19
<b>M.B.A.-Marketing</b>	Anand, GJ
<i>Institute of Rural Management Anand is an autonomous institution and premier business school located in Anand Gujarat</i>	
<ul style="list-style-type: none"><li>• CGPA: 2.58 / 4</li></ul>	
<b>Raj Kumar Goel Institute Of Technology</b>	May '09 - May '13
<b>B. Tech - Information Technology</b>	Ghaziabad, UP
<i>RKGIT is top 10 private engineering college in Uttar Pradesh</i>	
<ul style="list-style-type: none"><li>• Overall Percentage 69.74%</li></ul>	

## 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 Barbers:' 2017.
- Awarded special performance appreciation by manager for 'Single View' contribution 2016