

# PREET INDER SINGH

Product Manager



+91-8800415170

preet7070@gmail.com

## Product Manager | Sales, Marketing & Product Strategy Expert

Results-driven Product Manager with expertise in Pre-Sales, Sales, Marketing, and Product Analysis. Skilled in optimizing pre-sales processes through strategic operations and business development. A quick learner with a sharp analytical mindset, driving market growth and cross-functional collaboration. Seeking opportunities to leverage data-driven insights, innovative strategies, and customer-focused solutions to fuel business success and accelerate growth.

## EDUCATION

- 2010 - MBA-Marketing & I.B from Amity Global Business School (AGBS), NOIDA.
- 2008 - BBA-from APJ Collage of Fine Arts, Guru Nanak Dev University, Amritsar.
- 2003 - Commerce Stream from Punjab School Education Board.
- 2000 - Punjab School Education Board

## SKILLS

- DATABASE SYSTEMS
- BUSINESS INTELLIGENCE & APPLICATION SOFTWARE
- PROFICIENCY IN MS-OFFICE; EXCEL, ACCESS, DATA BASE SQL, SAS, SAP
- MICROSOFT OUTLOOK EXPRESS

## WORK EXPERIENCE

### Product Manager, Redington India Ltd. - ASD (Apple Smart Devices) Aug' 18 - Nov' 21

#### Pre-Sales | Sales in Sales | Marketing | Product Analysis

- Managed the B2B vertical PAN India for ASD (Apple Smart Devices)
- Oversaw weekly, monthly, and quarterly product planning.
- Drove efforts to achieve quarterly revenue targets.
- Developed and executed GTM strategies for the team each quarter.
- Managed product planning, forecasting, and channel operations.
- Tracked performance through daily, weekly, and monthly dashboards.
- Strategized product orders based on quarterly forecasts.
- Supported the team in meeting targets and ensuring seamless deal closures.
- Coordinated marketing initiatives to enhance business performance.
- Collected and analysed team funnels for effective product planning.
- Engaged with partners for stock and deal management.
- Collaborated closely with the Apple team on new product launches.

### Business Analyst- Business/ Data Analyst / Data Mining - DiGi SPICE Feb' 14 - Jul' 18

#### Account Management | Team Management | Stakeholder Management

- Demonstrated expertise in Strategy, Consulting, M&A, Market Intelligence, Market Entry, Client Intelligence, and Competitor Analysis.
- Fostered long-term client partnerships, and account retention by building relationships with key stakeholders.
- Streamlined client communication and strategic updates.

- Led stakeholder management and high-performing teams, driving organizational success.
- Spearheaded lead identification, senior management discussions, and revenue conversion.
- Drove Product Management strategy for all VAS products offered to Operators.
- Conducted business analysis for key Domestic Operators, providing actionable insights.
- Optimized promotions, product development, and revenue through customer lifecycle analysis.
- Delivered data-driven insights via SQL, Big Query, Tableau, and Excel to inform strategy.
- Implemented centralized MIS for streamlined data management and operational efficiency.
- Oversaw vendor billing, aligning with stakeholder inputs to optimize processes.
- Led cross-functional teams to ensure rapid, market-aligned product launches.
- Developed and executed launch plans, supporting sales in achieving revenue goals.
- Maintained clear client communication, ensuring timely follow-ups and requirement analysis.
- Managed project execution and on-time delivery, consistently meeting goals.

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## HIGHLIGHTS

- Co-developed the strategy to achieve product sales targets in the B2B segment.
- Expanded business reach through channel management and strategic marketing initiatives.
- Led PAN India programs focused on product planning, forecasting, and channel management.
- Built a strong influencer network across locations to drive deal closures aligned with key business objectives.

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## INTERNSHIP

### **Marketing Intern, Everest World, Mumbai 3 months**

- Conducted market research for the product launch
- Strategized marketing initiatives through competitor analysis to map industry trends
- Aligned communication channels for the entire purchase cycle to understand and analyze buyer persona.