






# Shubham Vyas

Product Manager

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Dynamic and results-driven Product Manager with a proven track record of leading **2 ecommerce SaaS products - Ecommerce Delivery Experience Management & Ecommerce Supply Chain Control Tower** from concept to profitability adding 25% of revenue to the company. With a unique blend of expertise spanning pre-sales, business analysis, and product management, I bring a holistic approach to product development and business strategy. Skilled in leading cross-functional teams to deliver products from conception to launch, ensuring timely and cost-effective results. My ability to pioneer product initiatives, coupled with a customer-centric mindset and data-driven decision-making, has consistently driven revenue growth and market share expansion.



## Accomplishments

- Contributed to the growth of company revenue by 12% with the mantra of 'do-more, with what you have'
- Achieved 90% reduction in Customer Care Support by introducing Product Support Panel for Care Team
- Achieved 70% reduction in calls on Open APIs by introducing developer portal for external vendors.
- Reduced 'How to' queries & measured product success by collecting feedback by introducing Product Fruits for reducing product knowledge tickets & measure product feedback.
- Retained 100% customers on the platform through continuous product enhancement, stability programs and improved features



## Skills

- Product Vision and Strategy
- Complex Problem-Solving
- Market & Competitive Landscape Analysis
- UI/UX Research & Wireframe Designing
- Critical Thinking
- Product Positioning
- Market, Innovation & Customer Driven Product Roadmaps
- Jira, Confluence, Figma, Lucid, Mix Panel
- Prioritization and Execution
- Use Case Study Generation



## Work Experience

## Product Manager

*ANCHANTO LTE., Pune*

- Successfully led the product vision, strategy, roadmap, development and launch of 2 ecommerce SaaS products - *Ecommerce Delivery Experience Management & Ecommerce Supply Chain Control Tower* as **Product Manager**, ensuring they became profitable ventures within the first year.
- Developed and executed a comprehensive product strategy that aligned with market needs and business goals, resulting in increased revenue and market share.
- Collaborated effectively with engineering, marketing, and sales teams to drive product success from ideation to market launch.
- Implemented a robust feedback loop with key customers to continuously improve product offerings and enhance user experience.
- Utilized agile methodologies to manage product development, ensuring timely delivery and adaptability to market changes.
- Drove product profitability through innovative features, cost management, and strategic pricing models.
- Collaborated with marketing team to develop effective training materials that drove increased product knowledge among sales team members, resulting in higher close rates.
- Presented compelling product demonstrations at industry conferences, garnering significant interest from potential customers and stakeholders alike.
- Provided mentorship to junior product managers, fostering a culture of innovation and continuous improvement.
- Developed and executed strategic product roadmaps to align with company goals and objectives, resulting in a 10% increase in revenue.
- Collaborated with engineering and design teams to prioritize feature development and improve product usability.
- Spearheaded the creation of detailed user guides for enhanced usability of newly launched products.
- Analyzed competitive landscapes to identify market opportunities, informing strategic business decisions.
- Analyzed metrics to measure product performance.
- Published multiple Newsletters as product documentation to communicate upcoming features and products to internal teams.
- Continually maintained and improved company's reputation and positive image in markets served.
- Developed creative presentations, trend reports, kitted assets, product collaterals, and product data sheets.

## BUSINESS ANALYST

*INFOSYS LTD*

- Reduced operational costs through thorough data analysis and implementing cost-effective solutions.
- Developed high-quality documentation to support training efforts, helping employees fully understand new systems and procedures.
- Worked as an **Integration & Data Analytics Analyst** for an Ecommerce Platform Project for a Global Agro based Manufacturing Company (Syngenta Ltd.)
- Worked as a **Commercial Analytics Business Analyst** for a QlikSense Project with Sales, Marketing, Finance Teams for various Countries like - India, Romania, Australia, Hungary, Thailand & Russia (Syngenta Ltd.)
- Worked as a **SAP BW Business Analyst** for Product & Supply and Finance Requirements for a Agro based Manufacturing Company (Syngenta Ltd.)

2014-01 - 2017-01

## SAP BW ANALYST

MINDTREE

- Worked as **SAP BW Consultant** with a role of Developer & Support Analyst for FMCG Firm (Hindustan Unilever Ltd.)
- Worked as a **Landscape Sustainance Consultant** in one of the biggest FMCG Firm (Hindustan Unilever Ltd.)
- Successfully implemented then newly introduced GST [By Govt. of India] logics in the customized Sales flow for Hindustan Unilever Ltd. in a tight timeline with zero bugs
- Worked as a **Support & Monitoring Analyst** for one of the Apparels & Footwear Retail Brand (ESPRIT)



## Certifications

2024-02

Product Management: From Zero to Hero!

2024-07

AI for Product Management

2024-02

ChatGPT & AI Hacks with MS Office

2024-01

Product Management 101

2023-04

Emotional Intelligence (EQ) Practitioner Cert (ACCREDITED)

2022-05

Design Thinking in 3 Steps



## Projects

### B2B SaaS ECOMMERCE PRODUCTS AT ANCHANTO LTE.

**Title:** Product Manager

**Role:** Leading ecommerce SaaS-based supply chain products

**Tenure:** 2021-07-06 to Current

**Technologies:** Python, React, AWS, JMeter & other

**Description:**

- Led the roadmap, development and management of ecommerce SaaS supply chain products.
- Collaborated with multiple stakeholders and shareholders to build use cases.
- Contributed to creating one of the most profitable and stable products within the organization.

### B2B2C ECOMMERCE PLATFORM AT INFOSYS LTD.

**Title:** Integration & Data Analytics Analyst

**Customer:** SYNGENTA LTD.

**Role:** Integration and data analytics for ecommerce platform

**Tenure:** 2020-10-01 to 2021-07-01

**Technologies:** SAP, SFDC, QlikSense, Other country-specific [local] apps

**Description:**

- Developed an ecommerce platform for APAC countries for an agro-based manufacturing company.
- Handled integration and data analytics tasks, ensuring smooth platform functionality.

#### ● DATA ANALYST IN QLIKSENSE AT INFOSYS LTD.

**Title:** Commercial Data & Business Analyst

**Customer:** SYNGENTA LTD.

**Role:** Business Analyst and SPOC for requirement gathering

**Tenure:** 2020-01-01 to 2020-10-31

**Technologies:** SAP, SFDC, QlikSense

**Description:**

- Created user stories and designed data models.
- Developed IST/UAT scripts for dashboards that enabled data-driven decision-making across multiple countries, including India, Australia, Romania, Hungary, Thailand, and Russia.

#### ● BUSINESS INTELLIGENCE REPORTING AT INFOSYS LTD.

**Title:** Business Analyst (Product & Supply and Finance)

**Customer:** SYNGENTA LTD.

**Role:** Techno-Functional Business Analyst and SPOC for requirement gathering

**Tenure:** 2020-01-01 to 2020-10-31

**Technologies:** SAP BW, Bex Reporting, SAP R/3

**Description:**

- Created BRS, FRS, and designed data models, IST/UAT scripts, data design-flow, and process chain designs.
- Provided client training and handover to support teams.

#### ● CUSTOMER DEVELOPMENT AT MINDTREE LTD.

**Title:** Sr. SAP BW Consultant

**Customer:** HINDUSTAN UNILEVER LTD.

**Role:** Development and enhancement of custom data flows and GST implementation

**Tenure:** 2016-05-01 to 2017-11-30

**Technologies:** SAP BW, Bex Reporting, SAP R/3

**Description:**

- Worked on the development and enhancement of custom data flows.
- Acted as a SPOC and played a techno-functional consultant role for the GST implementation project.

#### ● LANDSCAPE SUSTENANCE CONSULTANT AT MINDTREE LTD.

**Title:** Sr. SAP BW Consultant

**Customer:** HINDUSTAN UNILEVER LTD.

**Role:** System stability and data management

**Tenure:** 2016-08-01 to 2017-11-30

**Technologies:** SAP BW, Bex Reporting, SAP R/3

**Description:**

- Addressed data storage and redundancy issues.
- Performed RCAs for system stability and worked on system space management, upgrades, and SAP Notes consistency.



### BI MONITORING

**Title:** Support Analyst

**Customer:** ESPRIT

**Role:** Data load monitoring and process optimization

**Tenure:** 2014-12-01 to 2016-05-31

**Technologies:** SAP

**Description:**

- Ensured correct and timely data availability for business needs.
- Provided continuous improvement ideas on data flow optimizations and performed performance tuning, code review, housekeeping activities, and process chain creation.



### Personal Details



**Date of Birth:** 11/05/1991

**Nationality:** Indian

**Marital Status:** Married

**Gender:** Male

**Passport:** B9002992



### Education



#### BACHELOR OF ENGINEERING: INFORMATION & TECHNOLOGY

*SHRI RAMDEOBABA COLLEGE OF ENGINEERING AND MANAGEMENT*

- Executive Member of Students Representative Council for 2 years
- IT Branch Secretary for 1 year
- Passed in Division - I



### Languages



English



Hindi



Marathi



### Interests



Online Gaming



Reading Random Articles & Blogs



Exploring & travelling



Penning Down Thoughts