Shubham Pratap Singh
Product Manager (https://sranaps.com ↗)

✉ ranashubham1110@gmail.com
📞 +91 981 052 1911
in LinkedIn

Summary

Product Manager with 6+ years of experience leading the products at a B2B startup. Skilled in shaping product vision & leading cross-functional teams to build successful AI SaaS products from 0 to 1. Proven track record of delivering innovative solutions for process improvement & digital transformation that enable data driven decision making and reduce operational costs to achieve bottom-line growth.

Work Experience

EZ Works *(https://ez.works ↗)*

Product Manager - Technology   Jun 2020 – Jun 2024

- **Led a 10-member team** comprising Analysts, Associate Product Managers, and UI Designers to **deliver impactful projects within budget and timelines**
- **Managed annual budget of INR 2 Cr+** for the development & cloud infrastructure of AI SaaS products
- Collaborated with business & technology teams to **shape the product vision & develop effective go-to-market strategies** that align with customer needs & industry trends **achieving 53% activation in 3 months**
- Coordinated with stakeholders for data collation & requirement gathering to create product roadmaps that **achieve business objectives while delivering maximum customer value**
- Documented business requirements & product features as detailed user stories to create product backlogs that enabled **clear communication between teams & transparent project tracking for stakeholders**
- **Led the end-to-end product lifecycle for multiple AI SaaS products** targeted at users from consulting firms, government entities and SMEs in Europe & MENA region
- Designed a project management app for the digital transformation of end-to-end operations of the organization resulting in **40% improvement in process efficiency**
- Conducted market research to identify new product opportunities & built a document editor for translation agencies & freelance experts to **reduce their turnaround time by 45%**
- **Developed AI tools with up to 95% accuracy** for use cases like translation, market research & PPT design
- Organized training sessions and maintained user manuals, training guides, & FAQs to **support stakeholders in effectively using new systems or processes reducing manual errors by 60%**
- Conducted product demos for customers to **increase sales & gather insights for product improvements**

Team Lead - Operations & Marketing   May 2018 – Jun 2020

- Supervised projects from consulting firms & government entities in Europe & MENA region ensuring **successful delivery with less than 1% negative feedback**
- Established brand awareness in the MENA region and **gained 10,000+ organic followers in less than 1 year** on Facebook & Instagram

Education & Certifications

Product Management Professional ↗   Oct 2024
Certified by Aha! & LinkedIn

B. Tech Computer Science   Aug 2014 – Jul 2018
The North Cap University, Gurugram

Winner Maverick @ e-school Data Analysis Challenge   Apr 2017
Organized by Deloitte India

Skills

Soft Skills: Business Acumen, Communication, Critical Thinking, Empathy, Leadership, People Management, Prioritization, Problem Solving, Stakeholder Management Strategic Planning, Willingness to Learn

Technical Skills: A/B Testing, Agile Methodology, APIs, Budgeting, Competitive Analysis, Content Writing, Data Analysis & Visualization, KPIs, Market Research, Process Improvement, Product Lifecycle, Product Roadmapping, Project Management, Requirement Gathering, Scrum, SEO, UI/UX Design, User Story Writing

Tools: Adobe XD, AWS, Confluence, Excel, Figma, Google Analytics, Google Apps Script, JIRA, Looker Studio, Mixpanel, Power BI, PowerPoint, SQL, Tableau