

SUNDEEP NAWANI

Senior Product Manager | 11+ Product Management Experience | Platform & Global Portfolio Strategy

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PROFESSIONAL SUMMARY

- Senior Product Manager with
 - **11+ years** of progressive product leadership across SaaS and PaaS **B2B, B2C multi-tenant platforms** on a global scale, ensuring platform scalability, reliability, and operational readiness across all products I've owned
 - Led a team of **5 product managers**; Reported directly to the VP / Head of Product: Presenting
 - A.** Product Portfolio health, Customer Impact, Revenue growth due to the launched products
 - B.** 9 Month (3 quarter) roadmap updates
 - C.** Product Strategy and Revenue targets
 - MBA alumni from IMT Ghaziabad (2019)
- Proven Individual Contributor (IC), Product Owner and a team leader who drives end-to-end product lifecycle execution — from discovery, epics definition, and backlog prioritization through launch, iteration, and retirement — across 28+ international markets.
- I lead through influence **across Engineering, UX, Architecture, Data, GTM, Finance, and Legal**, and maintain a rolling **3-quarter forward-looking roadmap aligned to long-term strategy and revenue targets**
- Experienced in **Agentic AI implementations** and **AI-assisted product decision-making**, data-driven KPI frameworks, and delivering value to business and customers
- Drove iterative UX improvements by **partnering with Design** on usability research, incorporating customer feedback into experience design, and applying UX best practices to reduce friction across checkout and account workflows
- I partner closely with **Engineering, A/B Tasty, Design, Data, GTM, Finance, and Legal** to ship solutions that customers love and impact Product health —that move the business forward.
- As a product manager, I practise strict prioritisation, manage scope creep, work together with stakeholders and understand the value of good communication with both, senior stakeholders and leading the juniors in the correct way

CORE STRENGTHS / COMPETENCIES

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| • Product Lifecycle & Roadmap Ownership | • Cross-Functional Leadership (Influence) | • Market & Competitive Analysis |
| • Epics, Features & User Story Definition | • Data-Driven Decision Making & KPIs | • Risk Register & Dependency Management |
| • Agile Delivery / Product Owner (IC) | • Customer Empathy & UX Best Practices | • Go-to-Market Strategy & Release Notes |
| • Backlog Prioritization & Sprint Readiness | • A/B Testing : Beta Testing & Customer Validation | • Jira, Figma, Visio, Lucidchart / Process Mapping |

SIGNATURE KPI IMPACTS

\$150M+ ARR Owned	28+ Markets	+\$8M Revenue in 30 Days	+219% Cart Rate Lift	+12.7% Customer Retention
AOV \$250→\$360 In 180 days	+45k Logins In 30 days	+10% Customer Acquisition	+21% \$/Visitor	+87% Guest to Logged in customers

PROFESSIONAL EXPERIENCE

Senior Product Manager | Cimpres, India

September 2021 – Present

Portfolio: Website, Pricing, Cart, Payments, Checkout, MyAccount & Mail Order | **Global:** AMER, APAC, EMEA

Individual Contributor & Product Owner Execution

- Owned and Led
 - Portfolio-level strategy
 - Backlog grooming
 - Sprint readiness, Story-level acceptance validation
 - Sprint retrospectives
- Defined and decomposed strategic initiatives into **epics, features, and user stories** with clear acceptance criteria, maintaining a prioritized backlog **aligned to quarterly OKRs and business revenue targets**.
- Managed and mentored product team members across distributed global time zones, providing structured 1:1s, Daily standups, performance feedback, resource capacity and unblocking support to ensure continuous delivery coverage
- Owned MyAccount product area encompassing **authentication, account state management, and IDM**
- Authored **product documentation, release notes**, and feature **enablement materials** for Marketing, Sales, and Customer Success teams across AMER, APAC, and EMEA — supporting **go-to-market readiness** and adoption at scale.
- Collaborated with **Security and Legal** on **compliance requirements** for payment flows and data handling across 28+ markets.
- I align stakeholders across Design, Engineering, Marketing, Sales, and Customer Success to ensure successful execution of complex roadmaps with clarity and purpose.
- Led **beta testing** and **customer validation** programs for major feature releases .
- Drove iterative **UX improvements** by partnering with Design on usability research, incorporating customer feedback into experience design, and applying **UX best practices** to reduce friction across checkout and account management workflows.
- Produced **system diagrams, workflow maps, and process documentation** using **Visio and Lucidchart** to communicate complex cross-product integration points to Engineering, Architecture, and business stakeholders

AI, Portfolio & Platform Leadership

- Built AI agents to think – analyse – automate – learn from feedback and rebuild improved processes across products
- Accountable for output and quality of 5 product managers across multiple product areas.
- Applied mobile-responsive design principles across cart, checkout, and account surfaces — ensuring optimized experiences across web and mobile.
- Defined API contracts, SLA enforcement, and shared domain objects for cart, payments, account state, and order management — enabling consistent data models and faster feature delivery across 5+ product areas.
- Resolved cross-regional prioritization conflicts by facilitating structured **trade-off discussions** between AMER, APAC, and EMEA stakeholders, balancing regional demands against global product strategy.
- Established clear **success metrics, KPIs, and reporting mechanisms** to enable data-driven decision-making and continuous improvement across all portfolio areas.
- Applied **AI agents (Claude, GPT, Perplexity)** to accelerate product discovery, customer segmentation, competitive analysis, and roadmap decision-making — operating comfortably in an AI-native SDLC environment.
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Key Outcomes

- One-Click Reorder:** +\$8M revenue in 30 days via friction-reduction mapping and automated reorder campaigns across checkout, account, and campaign systems.
- Subscription Platform:** Owned platform-level subscription strategy across pricing, billing, and retention surfaces — accountable for \$150M+ ARR.
- Order Now, Design Later:** Shipped platform-level shared service decoupling ordering and design workflows. +219% Add-to-Cart, +11% AOV, +21% \$/Visitor.
- Customer Retention:** +12.7% increase in customer retention and AOV via subscription and personalization strategies; +3% reduction in churn via loyalty rewards.
- Payment Expansion:** +12% reduction in churn by adding Google Pay and Apple Pay in the US market; +5% add-to-cart via abandoned cart and win-back campaigns

Associate Product Manager | ZS Associates, India

April 2019 – August 2021

- Owned two B2B SaaS platform products — **Sales Performance Manager** and **Business Rules Manager** — within a multi-tenant analytics platform serving pharma enterprise clients
- Defined **epics, features, and user stories**; managed backlog prioritization and sprint delivery using Agile methodology on Cloud infrastructure.
- Conducted **competitive analysis** (segmentation, product features, SWOT), product benchmarking, and pricing strategy research to inform roadmap direction.
- Partnered with Customer Success to enforce ticket **SLA** adherence; acted as primary escalation bridge between Product and Customer Services, communicating product updates and release notes promptly.
- Gathered and documented requirements; authored **user stories and acceptance criteria**; oversaw seamless, high-quality product releases aligned to customer-facing workflows

Product Owner | Accenture, India

August 2015 – June 2017

- Owned end-to-end **Agile delivery** for enterprise SaaS platform features — drove sprint planning, daily standups, retrospectives, stakeholder alignment, and **release note production** in a multi-stakeholder, engineering-led environment.
- Managed **dependency tracking** and cross-team coordination to ensure timely delivery of integrated platform capabilities without formal authority
- Contributed to the **prioritization exercise** and execute on the product roadmap for my product area using Agile Methodology in an organized way
- Excelled at gathering **Customer / consumer feedback** and documenting requirements; communicating user stories to Engineering team; and overseeing seamless, high-quality product release

TECHNICAL SKILLS & TOOLS

- Product Tools:** Jira, Confluence, Productboard, Aha!,
- Diagramming:** Visio, Lucidchart, Miro — system diagrams, workflow mapping, process documentation
- Analytics:** Amplitude, Mixpanel, Google Analytics, A/B Tasty, Looker, Snowflaks
- AI Tools:** N8N, Zappier, Claude, GPT-4, Perplexity — product discovery, roadmap analysis, competitive intelligence
- Methodologies:** Agile / Scrum / SAFe, Sprint Planning, Backlog Grooming, P&L Planning
- Platform:** Cloud / SaaS / PaaS — multi-tenant enterprise platforms, API-first architecture

SKILLS: PRODUCT LEADERSHIP AND STRATEGY

- Portfolio & Platform Ownership** – End-to-end ownership of multi-product portfolios with clear revenue, growth, and risk accountability
- AI-Assisted Product Decision Frameworks** – Using AI to accelerate analysis, comparison, and strategic clarity
- Product Strategy & Vision** – Defining multi-year product strategy aligned to business outcomes and customer segments
- Cross-Functional & Executive Leadership** – Driving alignment across Engineering, Design, Data, Finance, Legal, and Operations. I am comfortable operating as an execution-focused, hands-on product leader
- Communication & Influence** – Exceptional written and verbal communication skills with a track record of influencing at all levels of an organization.

EDUCATION

PGDM (Marketing) — MBA	Institute of Management Technology, Ghaziabad	2019	7.14/10
B.E (Information Technology)	Vivekananda Education Society's Institute of Technology, Mumbai	2015	66.33%