

SHASHIKANT SETHY

Senior Product Manager | 10+ Years Experience in B2B & B2C

Vishakhapatnam, Bengaluru, India | +91-9620680021 | shashikantsethy@hotmail.com

LinkedIn: [linkedin.com/in/shashikantsethy](https://www.linkedin.com/in/shashikantsethy)

Protfolio: shashikant-product-portfolio.pages.dev

Forward-thinking Product Manager with **10+ years** of experience **orchestrating end-to-end product lifecycles** in both **B2B and B2C** domains. Skilled at **bridging business and technology** to deliver **data-driven solutions** that maximize customer satisfaction and revenue growth. Adept at defining **product strategy**, prioritizing features using **Agile** and **MVP** frameworks, and **leading cross-functional teams** through rapid iteration cycles. Strong background in **analytics, UX/UI**, and **API integrations**, ensuring **technical feasibility** and smooth product launches. Known for **driving measurable success**—from boosting **user engagement** to cutting **time-to-market**—while fostering a **customer-centric culture** that fuels **continuous innovation**.

EXPERIENCE SUMMARY

Strategy	Roadmap
✍️ Analysed market and competitive data to identify product opportunities and shape long-term roadmap. ✍️ Led cross-functional strategic initiatives that drove measurable impact on revenue, adoption, or efficiency. ✍️ Defined and tracked product KPIs/OKRs, using them to course-correct priorities.	✍️ Translated vision and business goals into a prioritised roadmap using data, user feedback, and constraints. ✍️ Wrote clear specs/user stories and coordinated MVP releases with design and engineering. ✍️ Regularly presented roadmap and trade-offs to leadership and stakeholders to maintain alignment.
Ideas	Customers
✍️ Ran structured discovery and idea-generation sessions with teams and stakeholders. ✍️ Evaluated concepts against strategy, effort, and impact, with a clear rationale for “now / next / later”. ✍️ Turned feedback and feature requests into a groomed backlog of actionable enhancements.	✍️ Built deep customer insights through interviews, surveys, analytics, and usage data. ✍️ Used those insights to refine problems, validate solutions, and iterate on UX and flows. ✍️ Drove feature adoption with demos, enablement, and close collaboration with Sales/CS.

Product Management Skills						
Skill	Years of Experience	Skill Level				
		Minimal	Basic	Intermediate	Proficient	Expert
Product discovery & user research	8 Yrs					
Problem framing & gap analysis	10 Yrs					
Product strategy & roadmap	8 Yrs					
Prioritisation (RICE, MoSCoW, etc.)	8 Yrs					
Data analysis & decision-making	10 Yrs					
Experimentation & A/B testing	5 Yrs					
Requirements & user stories	10 Yrs					
Agile delivery (Scrum/Kanban)	8 Yrs					
UX collaboration & user flows	8 Yrs					
Stakeholder management & communication	8 Yrs					
Platform & API products	5 Yrs					
Data / AI-powered features	2 Yrs					

Skill Level	Explanation
Expert	Extensive experience, able to mentor
Proficient	Substantial experience, fully conversant
Intermediate	Good experience, conversant
Basic	Limited experience, basic Knowledge
Minimal	Training, exposure only

CURRENT ORGANISATIONAL EXPERIENCE

Independent Product Consultant	Since Mar 2025 – Present
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Responsibilities as Product Consultant:

- ✍️ Consulted with 5 startups where the core challenge was not just product delivery, but product clarity—helping founders convert scattered ideas, customer signals, and operational chaos into focused MVPs, roadmaps, and execution systems.
- ✍️ Acted as a product problem-solver for ambiguous 0→1 and early-scaling situations, diagnosing whether the real constraint was market understanding, workflow design, technical feasibility, data visibility, GTM positioning, or team execution.

- ✍ Designed practical product operating models for startups by connecting strategy, discovery, prioritisation, product documentation, engineering execution, analytics, and customer feedback into one repeatable rhythm.
- ✍ Reframed broad founder visions into actionable product architecture: core use cases, user personas, workflows, feature boundaries, data requirements, AI/automation opportunities, and success metrics.
- ✍ Helped teams cut through feature noise by prioritising what would create customer value, unlock revenue conversations, reduce manual work, or prove product-market fit fastest.
- ✍ Built MVP plans, PRDs, user journeys, backlog structures, release plans, and demo narratives that helped technical and non-technical stakeholders align around what needed to be built and why.
- ✍ Advised on AI/data-led product opportunities, including automation use cases, internal copilots, analytics dashboards, data quality gaps, decision-support workflows, and responsible rollout considerations.
- ✍ Supported founders in improving product storytelling for customers and investors by sharpening the problem statement, value proposition, differentiation, product demo flow, and adoption narrative.

NavGurukul

Since Sept 2023 – Feb 2025

Position: Product Manager

Responsibilities as Product Manager:

- ✍ Architected & kicked off NG Copilot (Slack/Zoho AI assistant) using hybrid RAG + Text-to-SQL to break data silos; with RBAC/PII guardrails, citations, and 10 playbooks—targeting time-to-answer in seconds ($P50 \leq 15s$) and org-wide adoption.
- ✍ Drove GHAR platform roadmap across Admissions, Placements, AMS, and Donor Cycles on Zoho Creator + Node; created Student360/Asset360 semantic views to enable cross-department decisions without manual joins.
- ✍ Transformed the placement pipeline from spreadsheets to an operable system: rich job schemas, shortlist criteria, mentor views, and readiness cohorts (Attendance+FCC+Mocks) to focus coaching where it matters.
- ✍ Industrialized asset lifecycle (AMS) with EAN-13/UIDs, warranty/repair trails, assignment history, and repair-outlier detection; increased traceability and reduced “lost-in-inventory” risk.
- ✍ Project Nexus — Single Source of Truth: ran a staged program (Stakeholder & sheet inventory → Process/data-flow mapping → Training & change management → Gap-feature build) to retire ad-hoc Google Sheets, map GHAR equivalents, and integrate Attendance, Leave, and Moodle/LMS—automating routine processes while minimizing regressions.
- ✍ Integrated FCC progress (self-hosted AWS) and unified it with attendance/placement views, enabling program managers to pinpoint at-risk students and trigger interventions early.
- ✍ Operationalized product KPIs & runbooks—latency, adoption, and reliability targets; improved engagement by ~20% and reliability by ~20% via monitoring, incident reviews, and tighter release discipline.
- ✍ Standardized donor cycle reporting (e.g., NG Support naming) with automated campus/funder roll-ups, improving stakeholder updates and audit readiness.
- ✍ Raised the security/compliance bar with RLS-based RBAC, PII masking, audit logs, and clear integration contracts (Zoho/Sheets/FCC/Slack), reducing access risk while speeding delivery.
- ✍ Led cross-functional squads (engineering, UX, campus ops) in Agile—turning strategy into shippable increments; used PRD/FSD/EDD as enablers, not artifacts, to drive outcomes and compounding roadmap value.

PREVIOUS ORGANISATIONAL EXPERIENCE

ELADO

Since Sept 2014 – Aug 2023

ELADO: Product Manager

Sept 2018 – Aug 2023

Client: A leader in Retail Pricing Analytics

Responsibilities as Product Manager:

- ✍ Led product management for a price & market intelligence platform used by global retailers and brands, spanning both the client SaaS dashboard and internal tools for web crawling and product matching.
- ✍ Owned and prioritised the product roadmap for pricing analytics, aligning feature delivery with commercial goals and feedback from sales, customer success, and key enterprise customers.
- ✍ Partnered with engineering and data science to design how websites are classified into crawl “types” (shops, marketplaces, comparison sites), improving crawler stability and speeding onboarding of new domains.
- ✍ Defined the end-to-end data pipeline—from ingestion and cleaning to AI-based text/image matching and human review—to deliver reliable product groups for downstream pricing and assortment analytics.
- ✍ Worked with operations teams to design error-control and anomaly-handling workflows (side-by-side product comparisons, deviation filters, duplicate checks), reducing time spent on cleaning mismatched URLs and products.
- ✍ Collaborated with Customer Success to shape brand and retailer use cases such as MAP enforcement, catalog-overlap analysis, and price-deviation alerts, ensuring data flowed cleanly into dashboards, reports, and APIs.
- ✍ Guided UX improvements on complex, data-heavy interfaces so pricing analysts and category managers could quickly interpret competitive gaps and take action.
- ✍ Defined internal KPIs and monitoring views (e.g., match accuracy, anomaly volume, matcher throughput) to help ops teams continuously improve data quality and review efficiency.
- ✍ Supported platform-modernisation efforts by highlighting risks in the legacy WordPress/PHP admin stack and contributing to a staged migration plan towards more modular services and APIs.

- ✍ Mentored junior PMs and analysts on translating technical constraints in crawling and AI into clear user stories, acceptance criteria, and prioritisation decisions.
- ✍ Conducted discovery sessions with pricing managers and ecommerce heads to refine workflows around competitor monitoring, promotional tracking, and MAP violation handling.
- ✍ Partnered with legal and compliance teams to ensure data collection, crawling rules, and marketplace monitoring respected platform policies, robots.txt guidelines, and regional regulations.
- ✍ Worked with data and analytics to introduce basic cohorting and segmentation (by country, category, retailer type) so customers could benchmark pricing strategies across different market contexts.
- ✍ Collaborated with Customer Success to design onboarding playbooks and training material, helping new clients understand how to interpret deviation metrics, error-control views, and catalog-overlap reports.

ELADO: Associate Product Manager

Sept 2016 – Aug 2018

Client: A leader in HR Media

Responsibilities as Associate Product Manager:

- ✍ Evaluated new opportunities and determined which features would bring the most value to end customers, ensuring timely, high-quality delivery.
- ✍ Partnered with Marketing and Operations to execute go-to-market strategies, overseeing multiple successful product launches.
- ✍ Managed new product development and feature roadmap execution by coordinating with cross-functional teams (Technology, Marketing, Customer Service, Graphic Design, Operations).
- ✍ Led Agile sprint planning, user story refinement, and backlog prioritization, working closely with developers to meet strict delivery timelines.
- ✍ Implemented key features—including product discovery, checkout, payment methods, transactional emails, and order management—to enhance the overall customer experience.
- ✍ Conducted A/B testing and leveraged data analytics to measure feature success, driving a 15% increase in conversion rates.
- ✍ Analyzed site metrics and user journeys, formulating data-backed hypotheses for iterative optimization aligned with business KPIs and strategic objectives.

ELADO: Associate Product Requirement Analyst

Sept 2014 – Aug 2016

Client: A leader in Learning & Development

Responsibilities as Associate Product Requirement Analyst:

- ✍ Facilitated requirements intake under the guidance of the Product Head, executing updates and changes with a commitment to quality assurance.
- ✍ Performed in-depth gap analyses and crafted functional documentation, including user personas, journey maps, wireframes, and mockups to clearly communicate product concepts.
- ✍ Coordinated with global teams to troubleshoot and resolve issues, ensuring smooth progress on both day-to-day tasks and long-term initiatives.
- ✍ Researched the competitive landscape, identifying industry players, points of parity, and unique differentiators to inform strategic product positioning.
- ✍ Managed product content using Content Management Systems, overseeing publishing and version control.
- ✍ Forged alliances with third-party vendors for content distribution and B2B2C revenue opportunities, expanding the product’s reach.

ActivGuard (Start Up)

Jan 2010 –Jul 2014

Position: Product Manager

Key Projects: Fall Detection System with GPS

- ✍ Supervised the end-to-end product lifecycle from concept to deployment, aligning business objectives with engineering execution.
- ✍ Led cross-functional teams (hardware, embedded software, mobile app) with Agile workflows, ensuring transparent communication and timely milestone completion.
- ✍ Coordinated mannequin tests and real-world trials (10 users over 30 days) to optimize a hybrid threshold + ML classifier for precise fall detection.
- ✍ Authored requirements/user stories for iOS/Android apps, delivering real-time alerts, location tracking, and streamlined caregiver notifications.
- ✍ Secured buy-in and resources by presenting proof-of-concept demos to senior leadership and external partners.
- ✍ Delivered a robust, low-power wearable (300m RF range) that significantly reduced false alarms and accelerated emergency response for elderly users.

Key Projects: TSH Measuring Point of Care system

- ✍ Oversaw hardware development at a strategic level, orchestrating cross-functional teams (engineering, supply chain, QA) against strict timelines.
- ✍ Streamlined the operating system by removing non-essential services, creating a secure, lightweight kiosk/POS mode environment.
- ✍ Managed the full roadmap—balancing user needs, technical feasibility, and budget constraints—for both hardware and software components.
- ✍ Enforced data protection standards (HIPAA, ISO), instituting rigorous security protocols and best practices.
- ✍ Refined UI/UX for a simplified kiosk interface, supervised QA testing cycles, and successfully launched production-ready OS releases.

ACADEMIC CREDENTIALS

2007-2009	Master of Business Administration (MBA) [Industry Integrated]
	Dual Specialization: Sales and Marketing + Operations
	College: Ramaiah Institute of management studies
2001 – 2005	Bachelor of Engineering (B.E)
	Specialization: Information Technology
	College: Biju Patnaik Technical University

Software/ Languages	Yrs Exp	Skill Level				
		Beginner	Advanced Beginner	Competent	Proficient	Expert
JIRA	5Yrs					
Sketch & XD	6 Yrs					
AWS (EC2, ECS, Lambda, S3, RDS)	4 Yrs					
Python (pandas, scikit-learn)	3 Yrs					
Docker	2 Yrs					
Gitlab	2 Yrs					
SAS	4 Yrs					
Google Analytic	6 Yrs					
Articulate	2 Yrs					
OpenAI GPT	2 Yrs					
SQL	3 Yrs					
Mixpanel	2 Yrs					