

Sukriti Srivastava

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I am a data-driven Product Manager with 6+ years of experience in building and scaling products. Proven track record of building roadmaps, leading product development, and defining go-to-market strategies that maximize both business and user objectives. Proficient in Waterfall and Scrum/Agile methodologies, Well-versed with hands-on experience in MS Office, business operations, start-up development, project management, and UAT. Adept at conducting experiments, data analysis, process optimization, and enhancing team productivity.

EXPERIENCE

AECC Global
Product Manager

GURGAON, HARYANA
Apr 2023 to Present

Zoho CRM

- Led **B2B** and **B2C** product integrations with Zoho CRM, boosting **user engagement and conversion rates by 33%**, implementing Contact ASAP logic **driving Q2 revenue to 4M INR**.
- Delivered **5 major CRM integrations**, increasing overall **revenue by 20%**.

Engage Project

- Led the Engage project, increasing the key metrics of lead-to-meeting **conversion rates by 10%** quarterly.
- Analysed 50K+ leads and ran **20+ experiments** to identify key bottlenecks and opportunities for improving conversion rates, optimizing processes to enhance counsellor **productivity by 15%**.
- Launched a self-appointment booking feature, increasing lead **conversion by 12%** in the first month.

Invoice System

- Rebuilt the platform from Zoho CRM to a web app in 6 months, increasing invoice **processing volume by 50%** and reducing payment disputes and **processing time by 30%**.
- Developed metrics for weekly/monthly tracking, reporting to MD and VP, and mentored junior PMs on domain and product

GENLEAP

Product Lead Consultant - Business Analyst

GURGAON, HARYANA
Mar 2022 to Apr 2023

- Launched a B2B & B2C product by prioritizing the backlog of work, **improving productivity by 20%** and **serving 500+ customers**.
- Enhanced **user adoption by 15%** through cross-functional collaboration, feature updates and implementing Add on Insight sessions and Streamlined user journey to 3 steps using A/B testing and 50+ feedbacks.
- Developed product vision and roadmap while leading research, feedback, and competitive analysis to drive adoption and growth.

BMTG ADVISORS INDIA PVT. LTD.

Associate Product Manager

GURUGRAM, HARYANA
Jun 2020 to Mar 2022

- Monitored various teams during the Final review of the conventional loan product to **increase the target by 50%**.
- Constructed **Tableau / Looker dashboards** for marketing and product effectiveness, and business trends/drivers and job aids to reduce errors.
- Managed all scrum activities – sprint planning, daily standup, sprint demo, retrospective
- Recognized with an **Appreciation certificate** twice for extraordinary work on Projects

TATA CONSULTANCY SERVICES

Business Analyst

GURUGRAM, HARYANA
Jul 2018 to Jun 2020

- Reduced QA testing **turnaround time by 25%**, increasing project capacity without adding staff.
- Performed SQL queries for data retrieval, generating ad-hoc reports, and conducting data validation.
- Created **BRD, FRD**, process flow diagrams, and reports.
- Collaborated on requirement mapping and coverage across all software development phases, including UAT and business process testing.

PROFESSIONAL SKILLS

- Leadership & Training, Design Thinking & Innovation, Prioritization, Wireframing & UI/UX Design, Stakeholder Management
- Tools: Figma, JIRA, Confluence, Product Plan, MS Visio, Cawemo, Postman, Trevor, Zoho CRM, Miro, Mo-Engage, Tata Dialler

EDUCATION

B. TECH - INFORMATION TECHNOLOGY

Banasthali University - Tonk

TONK, INDIA
Jul 2014 to Jun 2018

CERTIFICATION & COURSES

- General Management for Aspiring Women Entrepreneurs | **IIM Jammu** in September 2022
- Product Management | **Great Learning** in July 2022 | JIRA Fundamentals Badge | **Atlassian** in August 2022
- Business Analyst Expert Certification | **LinkedIn** | Google Analytics for Beginners | **Google Analytics for Business** in Mar 2020
- Salesforce Essential Training | **LinkedIn** in July 2021 | Data Analytics for Business Professional | **LinkedIn** in October 2020
- Project Management foundations Certification | **PMI** in June 2021 | ISTQB Agile Testing Certification | **Udemy** in April 2019

ADDITIONAL INFORMATION

- Campus Ambassador of eDC, BECon'18 IIT Delhi| Exodia, IIT Mandi | AAHVAAAN'18, DTU | Kashiyatra, IIT BHU, Internshala Student Partner (ISP 9.0)
- NCC & NSS and State Level Basket Ball Player
- Volunteer at TCS Maitree, Nihar Shanti Amla Pathshala, and Leaders for Tomorrow
- TCS - Received the On-the-Spot Award three times for outstanding contributions
- Genleap - Awarded for boosting daily sales from **5 to 12 in 80 days** during alpha phase.