HIMANSHU JAIN
Product Strategy manager

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ISB MBA graduate and ISB winner of P&G CEO Challenge with 5+ years of experience in product development & management through various stages of the product lifecycle. Certified in Product Management from Tata Communications Academy. Drove 2 products from conceptualization to launch leading 5 cross-functional teams across India and US.

WORK EXPERIENCE

Tata Communications Limited (TCL) – Product Strategy Manager | May 2022 - present

Worked closely with the VP and Global head to lead the journey of private 5G platform from stage 0 to 1 including the conceptualization, development, marketing, GTM planning, demo and launch.

Product & Strategy
- Developed a **product roadmap** through rigorous **prioritization** based on user research, engineering inputs & customer feedback
- Established **product market fit** by analyzing customer feedback and conducting **40+ focus group interviews** & POCs with potential clients
- Conceptualized, designed and launched an application for predictive maintenance leading to an ~80% reduction in network downtime
- Launched a portable 5G demo kit and conducted ~10 trails generating a revenue of **~INR 20 Cr** and leads worth ~INR 80 Cr.

Product marketing
- Demonstrated private network product in the **Mobile World Congress** event in Spain (footfall of 60k+ from 200 nations) & in India Mobile Congress
- Launched the official website and worked with digital marketing team to optimize its outreach using **SEO** generating 30+ leads and ~$7Mn funnel
- Steered the social media campaigning efforts releasing ~40 biweekly posts while tracking likes & comments to reach out to potential customers
- Produced **30+ marketing assets** (blogs, case studies, demo videos) & featured in the kit introduction video, adding a human touch to the sales pitch

Stakeholder management
- Optimized product diffusion through product training workshops and feedback loops for sales, UX & marketing teams
- Established automated system for customer onboarding by leading cross functional collaboration between IT, billing, and SCM teams
- Led negotiations with strategic alliance partners over a combined **GTM plan** with robust solution delivery & service assurance mechanism

Leadership
- Promoted **agile development** by holding biweekly scrum calls for iterative development of the product based on customer feedback on POCs
- Presented product strategy to the CEO to demonstrate our product differentiators & ROI potential securing an investment of $6 Mn

Hinduja Group | June 2019 – April 2022

1.5 years of experience in product market-fit analysis, requirement gathering, solution designing, UX design, GTM strategy and solution implementation.

Hinduja Global Solutions (HGS) – Product Manager | Aug 2020 – May 2022

- **Contact center automation**: Monitored KPIs and implemented automation tools, reducing cost across 15 contact centers by 20%
  - o Identified automation opportunities to improve NPS by ~ 9%; Performed A/B testing (1000 users) and monitored key success metrics
  - o Launched a **virtual agent** (chatbot) feature for assisting users at contact center website leading to improvement in CSAT by ~12%
  - o Crafted a **performance analysis tool** for senior leadership; Integrated power BI dashboards with legacy system saving ~200 person-hours/month
- **Health hazard prediction (chronic disease management): Designed** an app to help reduce claims cost for health insurance providers by 8%
  - o Conducted user research among ~500 patients and 70+ healthcare experts and analyzed competitive landscape of 7 insurance players
  - o Collaborated with healthcare domain experts to prioritize features, developed UX/UI design, defined success metrics & authored the PRD
  - o Created POCs for **product demos** and pitched to insurance providers; **Found product-market fit** by converting 2/5 insurance players pitched
- **Load delivery automation:** Launched a tool to facilitate delivery appointment booking leading to 25% cost savings for a logistics client
  - o Spearheaded collaboration with 40+ FTEs, recommending automation initiatives and leading a strategic review of the agile delivery process
  - o Collaborated with stakeholders and **strategized product roadmap**; Drove alignment with other cross functional teams on timelines
  - o Created PRDs, user stories, and wireframes, and led **MVP development**; Conducted pilot run with the client and monitored key success metrics

Hinduja Tech Limited (HTL) – Product Manager | Feb 2020 – Jul 2020

- **Cognitive analytics application**: Launched a tool for vehicle maintenance leading to ~14% reduction in warranty cost for automotive OEMs
  - o Conducted survey among 70+ experts & led 5+ focus group discussions in the automotive industry to identify reasons for high warranty cost
  - o Led the end-to-end product design and development; liaised with a team of 2 SMEs, 5 developers, 2 UI/UX designers & 2 QA engineers
  - o Built **product pricing model** by collaborating with marketing & sales team and devised the **go-to-market strategy**

Hinduja Leyland Finance Limited (HLFL) – Product Manager	*Aug 2019 – Jan 2020*

- **Gaadi Mandi:** Conceptualized, designed, and launched the online marketplace for used commercial vehicles (facilitated Rs 40+ cr. of sales)
  - Performed **market research** & competitive benchmarking among 5 major competitors to scope out PODs & POPs for the platform
  - Identified key features, created UX flow, designed wireframes, and prepared product requirement document for the MVP
  - Defined and executed sprints leading a team of designers, engineers, and data analysts to successfully launch the product
  - Charted out the 6-month product roadmap based on inputs from the Senior leadership, Sales and marketing team, and Engineering lead

SAP India Pvt Ltd – ERP Developer	*Aug 2015 – Mar 2018*

2.5 years of work experience as a full-stack developer on SAP Business Suite & S/4 HANA (ERP products) implementations to develop customized SAP ERP products to support business specific user requirements of Fortune 500 clients across 4 industries.

Innovations & Automations
- Developed a tool to detect inconsistency in code and database versions across 50+ ABAP projects, **reducing go-live issues** by 33%
- Automated invoice generation for reimbursement claims submitted by employees; **increased efficiency** of settlement process by ~25%
- Engineered **10 utility APIs** for SAP's reusable code repository that saved ~1150 person-hours of developer effort annually

Product Development
- Devised a financial tool that receives dynamic data and **processes high-volume Accounts Payable and Receivable settlements** automatically
- Built a **smart pricing model** to encourage prepay payments from customers, increasing customer retention by ~17%
  - Calculated cashbacks, discounts and optimal payment terms for customers based on historic order frequency and size
- Developed **an online tool for inventory management** that ensures maintenance of sufficient inventory; reduced inventory holding cost by 15%
  - Created a trigger mechanism that notifies the client and creates purchase orders if inventory safety stock level goes below the threshold value

Leadership & Stakeholder Management
- Led a team of 7 in go-live for an ERP implementation; Facilitated Integration testing, UAT, and firefighting of critical defects in production

Key achievements
- **Ranked 8/150 teams** in SAP's App Development challenge; Built a POC that forecasts revenue and room availability for hotels
- Achieved a **CSAT score of 10/10** (vs average 8.2) in delivering a project with minimal defects; Rewarded $1000 by the leadership

EDUCATION

***Indian School of Business	PGP, Majors – Marketing & Information Management***	*Apr 2018 – Apr 2019*

- **Winner (1/200 teams)** in "P&G CEO challenge" at ISB: Orchestrated go-to-market strategy for Gillette razors
- Finalists 4 (out of ~90 teams) in "Accenture: Ace it up Challenge": Suggested AI-driven solution to prevent accidents in coal mines

***Thapar Institute of Engineering and Technology	B. Tech, Electronics and Communication (ECE)***	*Jul 2011 – Jun 2015*

- **Internship:** Semi-Conductor Laboratory at ISRO (2015): Implemented program-based Static RAM testing saving cost of testing equipment

CERTIFICATIONS

- SAP NetWeaver 7.40 certification from SAP
- Product Management certification from Tata Communications Academy

TECHNICAL SKILLS

GTM strategy	Power BI	SAP ABAP	Financial modelling
A/B Testing	Figma	Balsamiq	Power BI
Product roadmap	Business case creation	Lucidchart/Miro	MS Office
Prototyping	Digital marketing	Jira	Python
UX/UI design	SAP ERP	Market analysis	