CHANDRA SHEKHAR

PRODUCT MANAGER, CSPO®

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EXPERIENCE

Product Manager | thelightbulb.ai   Nov 2022 - present

- Spearheaded design and development of an AI-based B2B SaaS platform leveraging facial coding, conversational AI, and eye tracking for qualitative and quantitative market research.
- Introduced company's new product line of product, designed and launched the AI-based SaaS platform for sales enablement from 0 to 1, introduced facial coding (FACs) as competitive advantage increasing revenue by 30% in FY-2022-23.
- Created initial Product Process Lifecycle and organized company's first product SCRUM team.
- Successfully doubled (2x) the feature delivery times of our roadmap with clear process, leadership buy-in, and cross-functional support.
- Assumed ownership to create a dashboard to automate annotation of false positive and negative data-points. Analyzed over 19M facial coding data-points, increasing the accuracy from 60% to 90% in 6 months.
- Represented in European Society for Opinion and Marketing Research (ESOMAR), Singapore as YES Award Finalist 2023

Associate Product Manager | University Living   May 2022 - Oct 2022

- Planned and launched Find My Kinda Room feature to search curated properties for student accommodation travelling abroad, contributing to over 60% conversion rate and 45% of the total sales lead.
- Designed and launched internal panel for automating the refer and earn program for the sales team, increasing the referral rate by 20% in just 3 months of launch.
- Optimized user journey, leveraging data driven approach using Google Analytics and improve repeat customers by 30%
- Introduced Student Ambassador program, which streamlined a new revenue vertical with least company resources, contributed in 5% of the total revenue and form of organic marketing among international audience.

Product Manager | Jivandeep Health Services   Sept 2018 - Dec 2021

- Designed and developed internal panel for hospitals to track chronic organ failure patients, tying up with 7 leading hospitals in the first 6 months.
- Formed strategic partnerships with healthcare leaders - Thyrocare, Tata AIG, and Star Health.
- Managed and worked in cross-functional team, providing PRDs, designed user personas, wireframes, and prototypes using agile methodologies.
- Researched and designed HLA compatibility matching solution, represented the organization in national and international forums, resulting in revenue of $100,000 in FY 20-21.
- Defined and monitored KPIs, shared accountability for achieving milestones, improving software development by 30%.

AWARDS AND CERTIFICATIONS

- European Society for Opinion and Marketing Research (ESOMAR), Singapore as YES Award Finalist 2023
- Certified Scrum Product Owner (CSPO) by Scrum Alliance.
- Selected as Top 10 enterprises focused on SDGs by AIC-IIIT, Hyderabad, India.
- Final four finalists in Young Innovators Award by 3M-CII among 2500+ participants.

TECHNICAL SKILLS

- **Notable competencies:** Product Lifecycle, Agile Methodologies, Scrum, Customer Interviews, Road mapping, Market research, and Data Analysis.
- **Data analytics:** Microsoft Excel, Google Analytics.
- **Organizational tools:** Jira, Confluence, Postman, Miro, Notion, Notify Visitors.
- **Languages:** SQL (PostgreSQL, MySQL), REST APIs, Flutter, Python, Firebase.

EDUCATION

Bachelors of Engineering, Computer Science (2014 - 2018)

Chattisgarh Swami Vivekanand Technical University