

CHANDRA M.

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PRODUCT MANAGEMENT | CUSTOMER SUCCESS MANAGEMENT

Executive summary Product Manager with 9+ years of experience transforming innovative ideas into scalable products and thriving companies under limited resources and tight timelines. Skilled in end-to-end product development, from initial concept to market-ready solutions, leveraging strategic planning, agile methodologies, and a lean approach.

Proven track record in crafting Go-To-Market strategies, building and motivating cross-functional teams, and establishing operational frameworks that drive growth and scalability. Strong ability to align business goals with customer needs, leading to impactful products with tangible market results. Passionate about creating and scaling solutions that address real-world problems, fostering high engagement and market adoption.

Experience

Dec '22-Present

COMPUTER AGE MANAGEMENT SERVICES

Chennai

Senior Product Manager (Apr '23 - Present)

Roles and Responsibilities

- Leading cross-functional teams, including PMs, CSMs, Designers, and developers, in driving the end-to-end development of multiple product features and APIs, ensuring alignment with the company's product strategy and long-term vision.
- Establish a CSM team, develop integration strategies, and ensure seamless API Integration, Issue Resolution, and compliance, while driving Retention and new requirement generation from Clients.

Achievements

- Successfully increased market share from under **1% to a commanding 17.5%**, solidifying CAM's position as a leading provider of Accounts Aggregator solutions.
- Built a team of 3 CSMs and set up the processes for API integration efforts resulting in onboarding **150 clients** including key names Bajaj Finserv, INDmoney, Cred and Paytm Money, exponentially scaling the transactions from **100/day to 150,000/day within 18 months**, contributing to significant operational efficiency and growth.

Product Manager (Dec '22 - Mar '23)

Roles and Responsibilities

- Conducting market research and gathering user feedback to refine MVP features, align them with customer needs, and position the product for Product-Market Fit.
- Prioritizing and iterating on core features using performance metrics to improve user engagement, collaborating with engineering, design, and marketing to ensure alignment.
- Developing a data-driven roadmap, communicating milestones, and adjusting strategies based on evolving user needs to progress toward Product-Market Fit efficiently.

Achievements

- Delivered multiple 0-1 solutions for account aggregator and related technologies and achieved **Product Market Fit within 4 months** while working with various cross-functional teams and external stakeholders.
- Received **Promotion within 4 months** to Senior PM for achieving multiple milestones.

May '22-Nov '22

AYU HEALTH- PLUS HEALTH TECH VENTURES PVT LTD

Bangalore

Product Manager - IPD Conversion

Roles and Responsibilities

- Conduct user research through surveys, interviews, and usability testing to understand user needs and pain points. Gather insights on how users interact with the product, identifying areas for improvement and opportunities for new features.
- Drop-off and Engagement Analysis: Perform drop-off analysis using analytics tools to track user journeys and identify points where users disengage. Address obstacles in the user experience to provide actionable insights on reducing drop-offs and improving retention.

Achievements

- Conducted **400 Customer Interviews and Surveys** for opportunity validation and found **15 gaps**. Presented to the Co-Founders.
- Introduced 1-1 patient counselling and Non-Interfering Follow-ups through the App, increasing the closure rate by **1000 bps**.

Sep '21-May '22

SCALER ACADEMY - INTERVIEWBIT TECH. PVT LTD

Bangalore

Associate Technical Product Manager

Roles and Responsibilities

- Develop and launch an internal sales enablement application to foster competition and motivation within the sales team, leveraging knowledge of sales processes and motivations to drive user adoption and inform product decisions.

Achievements

- Spearheaded the development and launch of a sales enablement application, collaborating with cross-functional teams, and delivering it within **6 months**, resulting in a **10% growth** in sales within the first month of implementation.

Mar '20-Aug '21

UNACADEMY - SORTING HAT TECH. PVT LTD

Bangalore

Product Marketing Manager - Test Prep Business

Roles and Responsibilities

- Drive profitability in test prep categories by implementing high-engagement content strategies, acquiring top educators, and expanding viewership to establish a competitive edge and increase market share.

Achievements

- Developed strategies like creating memes and training educators in sales pitches, making GATE, CA and CAT exam categories profitable. [Example](#) of an Instructor's Instagram account filled with Memes made by his students.

- Acquired, Onboarded, and managed more than **100 educators and 10 YouTube channels** of Influencer educators, nearly tripling the viewership and breaking the competition. Find the [video](#) of Mr.Roman Saini (Founder) Attached congratulating our team's success.

Aug '19-Mar '20

NEW WAVE COMPUTING PVT LTD

Bangalore

Key Account Manager

Roles and Responsibilities

- Implement strategic sales methodologies to acquire and grow large enterprise accounts, driving substantial revenue growth and fostering long-term client relationships.

Achievements

- Generated **₹20 Cr revenue in 6 months** by implementing **SPIN and MEDDIC** sales frameworks, securing large enterprise accounts such as TCS, Manipal Hospitals, and Biocon, setting a company record for revenue growth.

Sep '15-Jun '19

AUTODIDACT TECH SOLUTION PVT LTD

Bangalore

Co-founder, Director & COO

Roles and Responsibilities

- **Product Development and Vision:** Spearheaded product ideation, design, and end-to-end development, creating innovative solutions in media and AI. Drove product strategy and roadmap aligned with market needs and business objectives.
- **Market Strategy and Sales Execution:** Developed and executed Go-to-Market strategies, identifying target markets and channels. Defined sales processes and collaborated with teams to optimize customer acquisition and drive revenue growth.
- **Business Strategy and Financial Planning:** Created strategic business plans and financial models to guide company growth, securing necessary resources and capital for expansion. Engaged with investors and stakeholders, managing capital allocation and budget adherence.
- **Leadership and Operations Management:** Built and led cross-functional teams to drive product and business development. Oversaw daily operations, aligning functions to ensure efficiency and scalability while fostering a collaborative company culture.
- **Customer and Partner Relationships:** Established and nurtured relationships with key clients, partners, and stakeholders to support growth and foster brand loyalty. Engaged in continuous feedback loops to improve user experience and address market needs.

1st Product - An account-to-account transfer system using QR codes with and without internet (Pre UPI)

Achievements

- **Raised \$200K**, Built a team of **60 members** in Design, Tech, Marketing & Sales including an ex-Societe Generale **CTO with 10 Years** of work experience.
- Researched, designed, prototyped, and acquired customers for the product, and was selected at **NASSCOM 10K startups**. Built a profitable firm.
- **Onboarded 100s of merchants and retail stores** including clients like the Art of Living, Sri Sri Ayurveda and Dry Fruits Shop for our payments system with Shopify like Hyperlocal App store on HaappyApp.
- Developed Account to Account transfer technology with the available means and onboarded Over 100 paid merchants

2nd Product - A cloud & AI-based tool to help TV channels multi-stream on all Social media with Distinct ads on all.

Achievements

- Executed the GTM strategy to partner with Kannada News and Cable TV Channels and made revenue **worth Rs.1 Cr.**
- Achieved **10X growth** in viewership for our clients by providing them simultaneous multistreaming in Youtube, Facebook and Instagram. With distinct ads on each website. All through a single window.
- Designed, developed and prototyped an AI-based Ad tech to read ads on Live stream and convert them to clickable ads. Prototyped with CNBC.

Education

2022-2023

THE MASTERS' UNION

Gurgaon

Product Management Bootcamp; GPA: NA

2014-2016

SRI SRI UNIVERSITY

Bhubaneswar

MBA, Entrepreneurship; GPA: 6.83/10

2009-2013

BHILAI INSTITUTE OF TECHNOLOGY, DURG

Durg

Bachelor of Technology, Electrical Engineering; GPA: 7.63/10

Cleared GATE on my First Attempt; CGPET Ranked 710

PM Skills

Product Roadmapping, User research, User Stories, Prioritisation, Product Strategy, Feature Identification, Opportunity Validation, SssS, Data Analytics

Technical

API, Webhooks, SQL, Python,

Tools

Canva, Mural, Figma, Customer Interviews, Wireframing, Agile Framework, SQL, Python, Jira, Google Analytics, Mixpanel