SRINIVASAN KB

PRODUCT MANAGER

CONTACT

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EXPERTISE

- Technical Product Management (SaaS)
- Agile Methodologies
- User Engagement Strategies
- Data Analytics for Product Optimization
- AI Integration for Analysis and Product Features
- User Research and Requirements Gathering
- Growth and Retention Strategies

EDUCATION

MBA (Marketing & Operations)
University of Madras, Chennai
2016 - 2018

BE (Electrical & Electronics)
PSR Engineering College, Sivakasi
2012 - 2016

TOOLS PROFICIENCY

- Project Management: **JIRA, Notion**
- Collaboration & Documentation: **Slack, Confluence**
- User Research: **SurveySparrow, SurveyMonkey, Qualtrics, Condens**
- Wireframing & UX Design: **Figma, Whimsical**
- API Platforms & Internal Tools: **Postman, Retool**
- Data Analytics & Visualization: **Google Analytics, Heap, Mixpanel, Looker**

  and other commonly used tools

WORK EXPERIENCE

Product Manager (B2B SaaS)

SurveySparrow   Jan 2023 - Present

- Orchestrated seamless integration with major platforms like MS Dynamics 365, Marketo, MS Teams, Segment, IFTTT, Klaviyo, Airtable, and more, expanding platform functionality and driving user engagement.
- Analyzed customer feedback to inform the product roadmap, ensuring alignment with user needs and driving product innovation. This included actively engaging in customer calls to understand their requirements and feedback.
- Led development and launch of AppNest, SurveySparrow's App Marketplace, curating diverse third-party integrations to meet customer needs and enhance user satisfaction, while also directing the Developer Program to drive growth.
- Spearheaded enhancements in numerous integrations, updating APIs and Webhooks for improved user experience and product reliability.
- Managed mobile app for offline surveys, ensuring compatibility with Google Play Store and Apple App Store standards, and led enhancements for optimal user experience, demonstrating expertise in mobile app development and adherence to industry standards.
- Implemented metrics tracking for signups from apps listed in external listings, providing insights into user acquisition channels and optimizing marketing strategies for enhanced reach and conversion.

Associate Product Manager (Fintech Mobile App)

OkCredit   Dec 2021 - Jan 2023

- Assisted the product development for OkCredit's BNPL product from scratch. Managed analytics, user research, communications, support and collection til the product reached 12,000+ active users.
- Improved feature adoption from 1.5% to 4% by utilising all available communication channels without ads.
- Managed the ideation, feasibility study and user research for a new P2P Lending product that proceeded to development later.

Regional Expert (Growth & UX)

OkCredit   Jun 2020 - Dec 2021

- Handled growth and retention for Tamil Nadu region (South India) with 200,000+ merchants.
- In-charge of overseeing multiple localisation and user research projects. Directly spoke to 250+ users to understand their use case and requirements.
- Reduced the CPA by 38% by experimenting with ad copies and registration flow screens.

Community Expert (Growth, Retention & Community Engagement)

ShareChat   Jun 2019 - Jun 2020

- Part of the core team which launched Group and Audio Chat feature in ShareChat.
- Helped in understanding the requirements from beta users and involved in campaign planning for the PAN India launch.
- Developed the play book for launching Group feature in India for a DAU base of 14 Million users.

Digital Marketing Manager (B2C, B2B Marketing & Lead Generation)

Clootrack   Feb 2019 - Jun 2019

- Handled the conversion & lead generation campaigns for software products
- Increased lead generation by 15% in 3 months

Digital Marketing Executive (E-Commerce, App Marketing - India & EU)

Ansio   May 2018 - Nov 2018

- Planned and Implemented E-Commerce site and App marketing strategy from scratch and reduced the CPI by 140% and scaled from 0 to 12,000 users in 6 months.