




RAJ GANESH

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PROFILE

15+
Years of
product exp.

International
MBA,
University of
Cambridge

- Early stage products
- Innovative solutions to real-world problems
- Enterprise Systems, Web & Mobile Apps
- Nurturing & Leading Cross-Functional Teams

EDUCATION

UNIVERSITY OF CAMBRIDGE
MBA
2009 - 2010

NIT, KURUKSHETRA
BTech
1996 - 2000

SKILLS

Market research
User research
Data-driven analysis
User-centric design
Service Design
Product positioning
Product strategy
Product planning
Pricing
GTM Strategy
Customer Analysis
Multi-stakeholder coordination
Agile development
Strong communicator
Empathic listener

WORK EXPERIENCE

LEAD PRODUCT MANAGER

Whatfix | Bangalore, India | 2020 - Present

- Lead product manager improving productivity for employees and reducing support costs of enterprises. Increasing conversions and retention for B2C companies, and increasing adoption and NPS for SAAS companies
- Setting the strategy, prioritizing features and publishing play-books to achieve key performance indicators
- Enabling search across knowledge bases of organizations and optimizing search leading to 5% reduction in unsuccessful searches
- Lead two strategic initiative one of which is using machine learning to personalize content for end-users leading to 5% improvement in click through rates, 20% reduction in time to content and 26% increase in retention
- Experimenting with the conversational interface (chatbots) for helping end-users get things done

PRODUCT MANAGER

Logistimo | Bangalore, India | 2016 - 2020

- Head Logistimo Fleet, an on-demand logistics management product that optimizes last-mile transportation logistics in low-resource environments (rural/emerging markets) and is deployed in India and Africa. Achieved product-market fit and iteratively arrived at a model that can scale
- Enabled 20x growth in orders and 30x growth in revenue over a three year period at Tusker Village Transport (that is operated by Logistimo and uses Fleet tech) by working with the team on customer focused design, differential pricing, modified service design, targeted sales activities
- Conducted user research with transport partners and customers to design web and mobile apps using user-centric design approaches to enable first-time app users
- Promoted the product/service through branding/marketing activities, content creation and demos. Led the effort in Tusker winning the Grand Prize in the MIT Inclusive Innovation award

WORK EXPERIENCE

CLUSTER PRODUCT MANAGER

Prototyze | Goa, India | 2015 - 2016

- Managed products for a financial technology startup, seynse.com building a peer-to-peer lending platform that uses advanced credit scoring including social data points to determine risk rating
- Determined the product positioning and launch strategy for the three products that are part of the Seynse suite by evaluating the market size, competition landscape and potential alliance partners

FOUNDER

Grocerst.com | Bangalore, India | 2013 - 2015

- Built one of India's first online, hyper-local, marketplace for the unorganised retail sector

FOUNDER

TheLearning.org | Bangalore, India | 2012 - 2013

- Founded a community based online platform for up-skilling fresh graduates, among others, by enabling peer to peer learning and mentoring

PRODUCT CONSULTANT

RealVNC | Cambridge, UK | 2010 - 2010

- Developed the strategy and business plan for a new cloud based offering
- Executed a detailed market and competitive analysis to determine correct route to market

PRODUCT MANAGER

Tata Consultancy Services | India | 2001 - 2009

- Product Manager of the anti-money-laundering product, TCS BaNCS Compliance, handling product roadmap, product support, development, release management, pre-sales and demos
- Led a team of 35 people to consistently deliver on the roadmap, on time and under budget (2 major releases and 6 minor releases)
- Managed the strategic client engagement activity, including creating business proposals, detailed business process transformation programs, requirement analysis, pricing plans and implementation and helped plan global product support & resolved complex escalations
- Built a 90 person team and executed multiple deployments at key banks in South Korea, Saudi Arabia, UK, China and India
- Accelerated career track in recognition of my performance in TCS and included as part of the "TCS High Potential" Program (2009)

INTERESTS



Motorcycling



Biking



Running



Travelling



Photography



Games