

PRITISH SHARMA

+91-9650793434 • pritish_sharma@hotmail.com • New Delhi • LinkedIn • Product Portfolio

Professional Summary

- 10+ years of experience across various domains including product management, business strategy, business operations, engineering, and finance.
- Possess strong business acumen with a passion for problem solving & creating products that deliver excellent customer experiences.
- Expertise in driving complex solutions across a portfolio of products ranging from product discovery/search to detail page, checkout, customer service, and order fulfillment.
- Strong entrepreneurial, engineering, operations & e-commerce experience.

KEY SKILLS

Leadership, Product Lifecycle, Product Roadmapping, Product Vision, Product Strategies, Problem Solving, Product Marketing, Product Specification, GTM Strategies, Prioritizing, New Product Concepts, Strategic Thinking, Google Analytics, Wireframing, Figma, Jira, Agile methodologies, Product Backlog, Stake holder management, Cross functional team management, Basics of Java, SQL, HTML, C, C++.

WORK EXPERIENCE

Product Fellow

Oct '22 - Present

Upraised

- PRD: Increase **course completion rate** in UdeMy by implementing new engagement strategies
- Conducted a thorough product teardown of Rapido to identify areas for improvement and optimization.
- **Studied** product **strategy**, product **design**, prioritization, RCA techniques
- Performed wireframing, problem solving, **product road mapping**, PLG exercises

Founder/Product Manager

Jan '18 - Present

Bunch of Happiness

- **Established** a kid's online apparel store with affordable & cute clothing, driven by growth, customer satisfaction and exceptional service
- **Expanded revenue by 20%** (in 2022) despite economic headwinds by moving production overseas to significantly lower production costs and exceeding quality standards
- **Redesigned** the products page based on customer surveys to increase add to carts by **35%**.
- **Empowered** by insights gathered from social media, developed and launched new products that addressed customer pain points, resulting in a significant **15% surge in customer satisfaction**.
- **Conducted** thorough competitive analysis and implemented strategies to differentiate our product from competitors, resulting in a **10% increase in repeat customer rate**.
- **Fostered a team of 5+** including engineers, graphic designers, content writers, social media managers to create & maintain the website.
- **Built** the landing page experience to improve conversion rate **by 20%**.
- **Prioritized** product development by planning and managing **roadmaps and backlogs**, ensuring a smooth delivery of high-priority products
- **Supervised** global merchandise shipping, ensured alignment of assigned products, services, and lines with customer preferences

Managing Partner/Product Manager

Dec '12 - Jan '18

Elixir Healthcare Systems | New Delhi

Managing Partner/Product Manager - Elixir Healthcare Systems (Dec 2012 - Jan 2018)

- Established **Elixir Healthcare Systems** to improve medical equipment and software services for healthcare, ensuring uptime reliability
- **Allied with Schiller Healthcare** India Pvt. Ltd. as their authorized service dealers for various modalities (diagnostics, critical care, so on) for the Delhi region.
- **Spearheaded** and implemented effective business strategies around procurement of accessories & spare parts, resulting in a **25% increase** in profit margins.
- Successfully managed a team of 5 service engineers, resulting in a **95% customer satisfaction rate**.
- **Championed** Increase of **50%** in customer base in the first six months.

- **Cooperated with key stakeholders**, including hospitals and clinics, to establish long-term & repeating service contracts and partnerships.
- Participated in all the **aspects of business development** from market research and finance to operations and marketing, ensuring companies vision is achieved.
- **Collaborated** with cross-functional teams, including sales and marketing, to improve customer service and support.
- **Formulated product roadmaps & PRDs** to oversee all products are executed within stipulated time frame meeting company goals & objectives.
- **Undertook market research** through industry contacts, publications, trade events like **Neocon, Medical Expo**, etc and tracked business news to identify ideas for growth

Service Engineer

May '10 - Oct '12

Draeger Medical India Pvt Ltd

Service Engineer - Draeger Medical India Pvt Ltd (May 2010 - Oct 2012)

- Responsible for **installation, servicing** of medical equipment in the allotted territory to meet set targets
- Worked closely with the **end user** & served as the **first touchpoint** for any service related queries.
- Organized regular end-user demos and training to ensure compliance with **safety protocols, best practices**, and minimize breakdowns

Sales & Service Engineer

Aug '09 - Apr '10

SB Lifecare Devices Pvt Ltd

- Provided **technical support** to sales & marketing teams.
- **Arranged** expert servicing and troubleshooting for company products, resulting in increased product functionality and **customer satisfaction**
- Cooperated **cross-functionally** to enhance installation and demonstration processes, resulting in improved customer experience and **increased sales**
- **Promoted** company products to achieve **sales targets**.

ACADEMIC DETAILS

B.E in Biomedical Engineering

Jun '05 - Jul '09

PDM College of Engineering

CERTIFICATIONS

- Qualified CCBME (Cardea Certified Biomedical Engineering) examination with B+ grade (70-79%) in 2009.
- Short-term course on Repair and Maintenance of Imaging and Cardiac Lab Equipment from ATI-EPI, Dehradun in Feb 2009.