Hiteshkumar Chhajer

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BACKGROUND

- Product Manager with 5+ years of experience **driving growth and improving customer experience** in tech startups
- Proven track record of **increasing conversion rates and improving key metrics through data-driven decision making and A/B testing**, skilled in **SQL, Google Analytics**, and product analytics tools, with experience leading cross-functional teams
- **MBA from IIM Bangalore** with a strong finance background, combining business acumen with technical expertise, **cleared all three levels of CFA exam** to kickstart my journey in wealth management

EXPERIENCE

SIXT ride, Bengaluru IN — *Senior Product Manager*

JUNE 2022 - PRESENT | Pricing, Promotions and Geo-Location Platforms along with Mobile App - Focus: CM1 & E-Com Conv.

Consumer App (SIXT - mobility super app)

- Solved functional problems in search preventing users from moving forward, impl. google place based logic, **reduced invalid searches by 75%, increased search to listings conversion by 230 bps** (99% stat sig.)
- Improved error messaging for 26 unserviceable listing scenarios by mapping system workflows, provided Next best CTAs, **decreased zero listings' sessions by 20%** successfully, **grew booking conv. rate by 100 bps**
- Introduced 'Ride now' & 'Ride later' options; **A/B testing** showed no overall conversion impact, leading to brand repositioning strategy

Platform Products

- Designed and implemented a fixed route pricing module for suppliers to fix prices for airport-city routes, **increased system driven dispatches of rides by ~30%**, **led to 120 bps CM1 improvement**
- Introduced supply based lever to steer demand pricing in an open source rules engine, steered using Python scripts and a web UI, **est. 30 bps CM1 increase ceteris paribus**
- Revamped the geo-location platform to power booking funnel with contextual pick-up and drop-off point recommendations, targeted to **increase eligible supply per search by 30%**
- Launched synchronous and asynchronous omni-channel communication 0-1 features, **100% user privacy**, integrated with 3rd party CPaaS platform, established baseline contact rates

Multiple D2C startups, Bengaluru IN — *Advisor/Fractional CPO*

JAN 2024 - PRESENT | Advising 3 startups in nutrition, men's grooming and restaurant space on fund-raising and PM

- Migrated web store from WooCommerce to Shopify, enhanced PDPs with A+ content, simplified UX copies and removed one step from the funnel **resulting in a 100 bps increase in e-com conversion rate**

BYJU'S, Bengaluru IN — *Senior Manager - Platform products*

APRIL 2019 - MAY 2022 | First Product Manager in Business Platform team

- Transitioned from a business to product role, first product manager, s**hipped 0-1 order mgmt. system, handling 1M+ orders per year, integrated with 5 3PL players, increased process efficiencies by 100+%**
- **Led product team of 5 PMs and 2 Analysts**, shipped **0-1 Finance Management & Cust Experience systems**, focused on improving payment reconciliation, student onboarding & student engagement processes

HYUNDAI, Chennai IN — *Assistant Manager - Procurement*

JUNE 2014 - MAY 2017 | Best Young Talent Pool candidate, ranked 1/38

- Ideated and initiated impl. of digital transformation for 14 vendors in their manufacturing process **mitigating the impact of recall by a minimum 20%** for safety critical parts such as brakes, steerings and fuel tanks

EDUCATION

Harvard Business School Online - *Design Thinking & Innovation* | APR 2023 - JUN 2023, Remote

CFA Institute - *Cleared all three levels of the CFA exam* | APR 2018 - SEP 2022, Bengaluru, IN

Indian Institute of Management Bangalore — *MBA* | JUN 2017 - APR 2019, Bengaluru, IN | **CGPA 3.15 / 4**

College of Engineering Guindy Anna University — *B.E (Mech.)* | AUG 2010 - APR 2014 | **CGPA 9.36/10**