

Madhav Shankar

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Current Location : New Delhi, India

Professional Summary

Results-driven Product Manager with 9+ years in B2C and B2B product management. Expertise in fostering cross-functional collaboration for seamless development. Proficient in Agile methodologies, data-driven decision-making, and stakeholder management. Skilled in overseeing the entire product lifecycle, with a track record of launching flagship products, driving success and enhancing user experience

Key Achievements

- **Proven B2C & B2B Expertise:** Developed impactful features for a \$50M+ retail tech leader, contributing to improvement in customer engagement and business growth.
 - **Mobile App Development:** Spearheaded the end-to-end development of 5+ high-performing consumer-facing iOS and Android applications, including an App Store top-ranked app in the lifestyle category (2019).
 - **Entrepreneurial Acumen:** Founded 3+ startups and successfully scaled a healthcare startup, securing seed funding worth \$150,000 and driving revenue to 2M+ INR per year .
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Work Experience

[CaaStle](#) is SaaS platform that allows retailers and influencers to launch and offer Subscription based clothing. This has been a proven access model with transformative benefits for Fashion retailers with great operational benefits and profits. CaaStle is a unicorn with \$50Mn+ /year revenue and was listed among the Top 'Retail Innovators by Fast Company' globally and has offices in New York, California, Delhi, and Bangalore catering to users in the US and UK Region

Senior Product Manager, CaaStle (Jan 2023 to Present) - Consumer Experience and Marketing

- **Product life cycle management:** Complete management of Life cycle including in-depth requirement gathering, stakeholder management, strategic roadmapping, UX/UI design to technology development, A/B testing, deployment, and performance reporting to stakeholders.
- **Optimised subscriber Acquisition funnel CVR:** Successfully led the launch of user-centric features, resulting in 25%+ growth in new subscription/Free Trial joining the service .
- **Enhanced Free Trial conversion to Paid subscribers CVR by 20%+:** Implemented impactful features, driving an increase in Free trial user conversion to Paid Subscribers
- **Improved marketing throughput by 30%+:** Collaborated closely with the marketing team to streamline Email, SMS, Push, and Display Ad Network operations and launch new features in the marketing platform, leading to a surge in acquisition efficiency.
- **Legal and Infosec Compliance:** Implementation of user-oriented data and privacy control features within the SaaS platform as part of CCPA and GDPR Compliance
- **Payment and Logistics :** Optimising payment and marketing technology services to improve operational efficiency and save significant man hours
- **Client Implementations :** Worked on launching clothing subscription program for major retails brands in US and UK

Product Manager, CaaStle (July 2017 to Dec 2022) - Consumer Experience

- **Successfully launched and managed B2C apps:** Achieved a 75% member adoption rate among subscribers for apps built for Gwynnie Bee, TSB, and Haverdash, leading to a 20% increase in Subscriber retention.
- **Implemented e-commerce garment rental:** Implemented one-time rental program by enabling users to rent garments with major US fashion retailers like Derek Lam, Adrianna Papell, and BCBG via their ecommerce sites .
- **Boosted user acquisition:** Improved the subscription flow CVR by 25%+, directly contributing to revenue growth.
- **Reduced churn and enhanced retention:** Optimised the subscription cancellation save rate to 50%+, resulting in a 3% retention improvement.
- **Showcased resilience during COVID-19:** Successfully implemented acquisition-related initiatives like Membership Pause, recovering 21% of users intending to cancel during the pandemic.

Co-Founder and Head of Product & Operations, Medzin - (July 2015- Jun 2017)

An app-based technology driven healthcare discovery platform connecting patients with their nearby Pharmacies, Doctors, and Labs. The app was operational across Delhi and NCR, India

The startup was featured in Inc42 , VCCircle, iamwire, BWDISrupt, LondonTechWeek, DealStreetAsia, etc

- **Managed product lifecycle & roadmap:** Managed the entire technology development life cycle using Agile processes and ensured rapid feature releases/ Efficient TTM.
- **Built and led a thriving team of 30+:** Managed UI/UX designers, developers, and operations for seamless execution.
- **Secured \$150,000+ in seed funding:** Demonstrated strong value proposition and growth potential to investors by collaborating with 10+ healthcare brands, 100+ professionals, and retailers in Delhi-NCR.
- **Scaled user base :** Scaled app to 18,000+ users across Android and iOS app platforms, generating 2M+ INR in annual revenue.

- **Product Adoption and Marketing, Limetray (March 2015- June 2015)**

Limetray is a SaaS-based Food Tech Startup working on giving an individual brand identity to restaurants and cafes and helping them engage better with their customers

- **Product Adoption:** Successfully onboarded and supported 70+ Delhi restaurants onto the platform, maximising platform adoption.
- **Data-driven growth strategies:** Skilled in using data analytics to identify key opportunities and implement growth strategies for restaurant partners.

- **Project Coordinator, Vijnana Bharati (November 2013 – November 2014)**

Vibha India is an organization that is working closely with the Government of India, by deploying science and technology projects

Wiki: https://en.wikipedia.org/wiki/Vijnana_Bharati

- **Managing Project implementation and rollout :** Launched projects like Igniting Minds, World Ayurveda Foundation, and Science India in Delhi NCR Region.

Education

- Bachelor of Technology (Computer Science and Engineering),
 - Mahatma Gandhi University, Govt of Kerala, 2013

Skills

- **Language:** English, Hindi, Malayalam, Tamil
- **Coding/Programming:** HTML, CSS, Java, Python, MySQL, React , Google AI Studio
- **UI/UX Design and Wireframing:** Balsamiq, Figma, Adobe Photoshop and XD
- **Analytics:** Excel, SQL, Google Analytics, Tableau, Looker Studio, Hotjar, Firebase Analytics, Facebook Analytics
- **Project Management and Communication:** JIRA, Confluence, Wrike, Google Sheets, and Slides, Slack, MIRO
- **A/B Testing:** Google Optimize, Optimizely, Maze

Achievements

- Ran a web development agency as a student entrepreneur, incubated by Startup Village (Technology Development Board, India) and mainly focused on building web and mobile apps for clients like Canon, Percept H, Ashok Leyland, Nucon Pneumatics, etc.
- Ran non-profits projects like Lumiere shops (featured in Times Of India)
- Co-ordinated National Robotics Conference and was featured across all City-based newspapers for raising funds worth 1.4M INR from a robotics company in Singapore
- Head the Entrepreneurship Cell in College

Links :

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