Madhushree Singh

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About Me

Hands-on Product Manager with 10+ years of experience managing a variety of software development teams and projects (B2B, B2C, B2G). I have a strong background in iGaming, Payments, Crypto, Product management, UI/UX design and customer management with expertise in cross-platform solutions (mobile/embedded/web) development. I have worked as a Full Stack developer for 5 years having extensive knowledge with programming, databases, and architecture thus giving me better understanding of development work as a Technical PM.

EXPERIENCE

Technical Product Manager — March 2025 - Present
SEB Bank — Tallinn, Estonia

- Managing two products (**API Automation and Payments flow**) and leading cross-functional teams (using Agile methodology); including 2 tribes of Engineering team in building and launching fast, scalable solutions to web platforms**, serving 1.7M+ active customers across Baltics**.
- Managing roadmaps, backlog, and timelines for driving prioritization with stakeholders, **managing biweekly releases**, running sprints rituals, and shaping both short and long-term product strategies to ensure smooth, high-impact releases.
- **Built KPIs dashboards** for cross-functional teams and leadership, enabling data-driven decision-making.
- Collaborating closely with legal, design, engineering, CRM, customer support, fraud, and finance teams as well as **B2B merchants & partners** to align product rollouts with business needs and regulatory requirements.
- **Continuously** tracking service performance through usage data and client feedback, and **A/B tests** with UX researchers to fine-tune features using tools like Jira, Confluence, Miro, Posthog, and Figma to keep everything on track.

Product Owner/Product Lead — March 2023-March 2025
Betsson Group — Tallinn, Estonia

- Led a **frontend & two backend teams** in developing over **25 iGaming brands**, ensuring customer focus, timely delivery.
- Collaborated with various stakeholders to gather requirements and formalize tasks, aligning with business objectives.
- Managed prioritization of customer requests and distributed tasks based on strategic goals and business decisions.
- Developed data-driven roadmaps, KPIs & OKRs, leveraging analytics to optimize development phases, feedback & improvement from clients and enhanced decision based on data
- Performed various analysis before and after product release. For example, A/B Testing.
- Enhanced coordination and collaboration among multinational teams for improved efficiency.

Technical Product Owner and Full Stack Developer — June 2021-March 2023
Ericsson — Tallinn, Estonia

- Independently developed and deployed robust web applications with C# and .Net Core, managing databases like PostgreSQL and MS SQL for reliability and data integrity.

- Designed and implemented software architectures, digitizing work processes to enhance team productivity and efficiency.
- Defined acceptance criteria and user stories for teams across Sweden, Brazil & USA.

Software Developer July 2018-June 2021
YOLO Group Tallinn, Estonia

- Developed accounting software using the Elixir programming language (Balance.io).
- Ensured project milestones were achieved and maintained effective communication throughout the development period.
- Selected as a speaker at an international Elixir conference in Poland, showcasing expertise and contributing to the global developer community.

Project Manager Scrum Master Nov 2017- July 2018
Omniva Tallinn, Estonia

- **Led Omniva's team** as a Scrum Master
- Created product-stories, prototypes, and business cases.

Quality Assurance Engineer Sept 2017-July 2018
Mooncascade Tallinn, Estonia

- Writing and executing automated tests for companies such as Omniva, OpnGo (Parking company in France) using Java and Selenium. (Jira, Confluence, Postman, Docker, Git)
- Actively held meetups to inspire and share knowledge within the Mooncascade team. Managed and helped achieve organizational goals on time.

Software Developer July 2015-July 2016
eClerx Pune, India
- Software development using Java, Spring Framework.

EDUCATION & CERTIFICATIONS

Calcutta Institute of Technology - Bachelor of Technology in Computer Science & Engineering (2011-2015)
University of Tartu - Masters in Software Engineering (2016-2018)
- One of the Best Thesis: Related to Nano-satellite developed at Taltech (https://digikogu.taltech.ee/et/item/32156aec-1b01-4902-9c4f-8b28a1ae0ba2)
- Received Full Scholarship along with study stipend on merit basis

Google Project Management Certification, Google
Young Professionals Leadership Certification, Ericsson
Certified Scrum Product Owner (CSPO)

RECOMMENDATIONS
https://www.linkedin.com/in/madhushreesingh/details/recommendations/