

# PREETI SINGH

## Program Manager

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### SUMMARY

A Product Manager with around two years of experience building and improving digital products used by more than twenty two thousand users. Holds a Master of Business Administration from Indian Institute of Management Sambalpur along with an engineering background, enabling strong collaboration with technology teams on complex, application programming interface driven features. Certified in Artificial Intelligence Product Management, with a focus on leveraging automation and Artificial Intelligence to improve efficiency. Applies root cause analysis to identify underlying issues, improve user adoption, streamline operations, and deliver meaningful, data driven outcomes in fast paced environments.

### WORK EXPERIENCE

**Program Manager**, ShardaTech, Sharda University | July 2024 - Present

- Led delivery of 10+ digital platforms impacting 22,000+ users, driving structured execution from planning to release while ensuring alignment across stakeholders, business objectives, & timelines to consistently deliver scalable product outcomes.
- Built and executed product roadmaps by translating business objectives into clear priorities, balancing user needs, technical feasibility, dependencies, and evolving timelines to enable seamless execution across multiple initiatives and teams.
- Collaborated closely with engineering, design, and academic teams to deliver scalable platform enhancements, ensuring 95% on-time release consistency while maintaining product quality, stakeholder alignment, and coordination across workstreams.
- Improved user adoption by 28% by refining onboarding journeys, eliminating friction points, and implementing data-driven UX improvements through continuous testing and iteration cycles, resulting in enhanced user engagement, retention, and product.
- Set up and tracked 12+ product KPIs through dashboards, enabling better decision-making and continuous product iteration.
- Reduced turnaround time by 30% and unlocked ₹1 Cr+ annual savings by optimizing workflows and introducing automation.
- Strengthened post-launch performance through continuous feedback loops, alignment, and iterative feature improvements.

### EDUCATION

- Masters in Business Administration, IIM Sambalpur | 2022 - 2024
- Bachelor of Engineering, EC (First Division), GGITS, Jabalpur | 2014 - 2018

### INTERNSHIPS

Operation Intern, Summer Internship | K12 Techno Services | April 2023 - June 2023

- Streamlined communication workflows for 350+ users by consolidating fragmented tools into a unified platform, significantly improving response time, user satisfaction, and overall stakeholder engagement metrics.
- Analyzed operational data to identify inefficiencies and drove continuous process improvements across teams and workflows

### PROJECTS

#### Family Dispute Cell Digitization

- Transformed manual case handling into a structured end-to-end system, improving transparency, tracking, and turnaround time while enabling better coordination across stakeholders.
- Identified workflow inefficiencies, designed the complete case lifecycle from receipt to resolution, developed PRDs, mock-ups, and process flows, and collaborated with law enforcement and counselling teams.

#### Campus Connect

- Led end-to-end product development, translating stakeholder needs into scalable solutions that improved engagement.
- Defined product roadmap, created PRDs, and collaborated with cross-functional teams to deliver communication features.

### SKILLS

- Product Management: Product Strategy | Roadmapping | PRD & User Stories | Feature Prioritization | MVP Execution
- Execution: Agile / Scrum | Sprint Planning | Cross-Functional Collaboration | Stakeholder Management
- AI/ML & Data: AI/ML Use Case Identification | Prompt Engineering | LLM Concepts
- Tools & Platforms: JIRA | ClickUp | Google Analytics | Tableau | MS Excel | Figma

### CERTIFICATIONS

- Microsoft AI Product Manager | Agentic AI and AI Agents | Digital Transformation Virtual Experience Program

### POSITION OF RESPONSIBILITY

- Senior Coordinator – Career Development Committee, IIM Sambalpur:** Partnered with industry mentors and coordinated initiatives for 500+ students, contributing to 100% summer placements.