

PREETI SINGH

PRODUCT MANAGER · AI-ENABLED PLATFORMS & WORKFLOW SYSTEMS

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PROFILE

Product Manager with 2 years of experience owning complex, workflow-driven digital platforms end-to-end — from PRD and roadmap through launch, adoption, and continuous optimization. Proven track record digitizing multi-stage case management and operational workflows (intake, escalation, tracking, resolution), leveraging AI-driven solutions to cut turnaround time by 30% and deliver ₹1Cr+ in annual savings. Skilled at translating stakeholder requirements and operational data into product decisions, aligning cross-functional teams (engineering, design, operations, vendors), and driving measurable efficiency and experience improvements in high-stakes, process-intensive environments. MBA from IIM Sambalpur.

22K+	10+	28%	30%	₹1Cr+	95%
END USERS SERVED	PRODUCTS SHIPPED	ADOPTION UPLIFT	TAT REDUCTION	ANNUAL SAVINGS	ON-TIME DELIVERY

CORE SKILLS

Workflow Automation & Process Digitization | AI/ML Product Integration | Product Roadmapping | PRD Writing | Stakeholder Management | Cross-functional Execution | Data-driven Decision Making | User Research | A/B Testing | Growth Metrics (AARRR) | Funnel Analysis | Feature Prioritization | Agile/Scrum | Risk & Change Management | SQL | Tableau | Excel

PROFESSIONAL EXPERIENCE

Program Manager (Product)

Jul 2024 – Present

ShardaTech – Sharda University

- Owned the end-to-end product lifecycle — from discovery, ideation, and PRD authorship through sprint execution, launch, and post-launch iteration — for 12+ concurrent product streams serving a 22,000+ user base.
- Identified and implemented AI-driven solutions to close operational gaps, improving process quality and reducing turnaround time by 30%; findings presented to IT management and program sponsors resulted in ₹1 Crore+ in annual cost savings.
- Stayed current on AI/ML and platform trends to inform product direction; identified and greenlit three AI-enabled feature initiatives within a single academic year.
- Analysed product performance using KPI/OKR dashboards (Tableau, Google Analytics) and user feedback loops; applied data-driven UX iteration to increase adoption by 28% and reduce support ticket volume.
- Translated stakeholder and user requirements into detailed PRDs, user stories, acceptance criteria, and Figma wireframes; served as primary liaison between business sponsors and engineering squads.
- Drove product execution in close partnership with engineering and design teams: managed backlog prioritization, sprint planning, and delivery timelines; performed SV/CV/SPI/CPI variance analysis to maintain delivery integrity.
- Communicated product strategy, status, and key decisions to cross-functional stakeholders and executive sponsors, clearly articulating how product decisions impacted business outcomes.
- Analysed feedback data at scale to identify experience gaps and drive quality improvements; audited assessment frameworks and recommended corrective actions based on data findings.

Strategic & Product Operations

- Liaised between university departments and tech teams to identify system gaps and drive digital transformation initiatives.
- Translated stakeholder requirements into PRDs, feature specs, workflows, and mock-ups; defined quarterly roadmaps based on institutional impact.
- Managed product backlog and cross-functional execution with developers, designers, and academic leaders.
- Tracked KPIs and user feedback to optimize UX and platform performance; owned stakeholder communication end-to-end.

KEY PRODUCT PROJECTS

Family Dispute Cell — Case Management Workflow Automation

- Led product discovery and process mapping to digitize a manual case management system into a workflow-automated platform covering intake, escalation, tracking, and resolution — a structure directly comparable to claims processing pipelines.

- Validated requirements with legal and operational stakeholders; produced process maps, Figma mock-ups, and requirement documents; achieved a 25% reduction in case resolution time post-launch.

Campus Connect — Institutional Communication Platform

- Designed and shipped a platform for 22,000+ users enabling live classes, recorded sessions, notes, event updates, and feedback; authored PRDs, use cases, and mock-ups from scratch.
- Defined quarterly roadmap and feature objectives; coordinated across departments, developers, and designers as primary stakeholder point of contact from scoping through launch.

Student Application Tracking Dashboard (React)

- Built and shipped a live React-based dashboard tracking 1,568 applications across 13 schools, demonstrating hands-on technical product delivery alongside program management.

EDUCATION

MBA — Product Management, Strategy & Operations, IIM Sambalpur	2022 – 2024
B.E. — Electronics & Communication Engineering, GGITS	2014 – 2018

CERTIFICATIONS

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

POSITIONS OF RESPONSIBILITY

- Senior Coordinator, Career Development Committee – IIM Sambalpur: Orchestrated placement and career development initiatives for 500+ students alongside industry mentors, contributing to a 92% placement rate.