# Rahul Srivastava

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Scrum and PRINCE2 certified Product Manager with 8+ years of experience in leading cross-functional teams and driving product innovation. Skilled in Agile methodologies and tools such as JIRA and Confluence for product lifecycle management. Proficient in product discovery, development, and driving strategic product decisions. Passionate about delivering user-centric solutions. MBA from ESMT Berlin, Germany's top B-School.

## PROFESSIONAL EXPERIENCE

**10/23 – Current**
Berlin, Germany

**Freelance**
**Product Consultant**
- Collaborated with senior leadership to develop and execute product strategy, go-to-market plan, and growth initiatives for an ed-tech client
- Consulted on developing virtual agent testing framework, tackling challenges in evaluating LLM-generated outputs against enterprise-specific criteria such as accuracy, compliance, and adaptability

**03/23 – 08/23**
Berlin, Germany

**Give Something Back to Berlin e.V.**
**Program Consultant (MBA Fellowship)**
- Created system for collecting operational and survey data on program performance, transitioning from quarterly to real-time data collection and reducing decision cycles from months to real-time
- Led development of data visualization and reporting platform in Power BI, transitioning from simple participant counts to in-depth analysis of participant satisfaction, NPS, and impact assessment

**10/22 – 01/23**
Berlin, Germany

**HelloFresh GmbH**
**Product Analyst (MBA Project)**
- Conducted in-depth research of procurement practices in the German market, identifying industry best practices and over 3% procurement cost-saving opportunities for indirect procurement team
- Developed Tableau dashboard for data-driven procurement decision-making, replacing a less flexible third-party tool and reducing costs by €65,000 annually

**07/22 – 09/22**
Berlin, Germany

**MovingImage GmbH**
**Product Analyst (MBA Project)**
- Improved user engagement by identifying and prioritizing feature enhancements using machine learning techniques like regression and classification to analyze video performance data
- Enhanced customer retention by identifying distinct customer segments through cluster analysis, revealing behavior patterns that shaped tailored product strategies, pricing models, and features

**11/17 – 12/21**
New Delhi, India

**Punjab National Bank Limited**
*One of India's largest retail and commercial banks with 100,000+ employees and 180+ million customers*
**Product Manager** (06/19 – 12/21)
- Implemented growth strategies to increase product penetration and customer lifetime value, leveraging segmentation and behavior analysis to identify cross-selling opportunities
- Identified unclear application status updates as key drop-off point in customer acquisition funnel, implementing real-time tracking and increased conversion rate by 15% in six months
- Developed KPI dashboards that helped leadership review business performance and enhanced branch operations with actionable insights; started as regional project but adopted company-wide
- Leveraged customer behavior insights to optimize segmented pricing for personal loan products, driving 22% increase in new customer acquisition within six months

**Product Owner** (11/17 – 05/19)
- Shaped product goals into prioritized features, delivering new account opening application that reduced customer onboarding time from 75 to 15 minutes
- Translated stakeholder requirements into user stories with acceptance criteria, driving development of key features like automated KYC verification & document upload, reducing manual errors by 80%
- Facilitated sprint planning, daily standups, and retrospectives, resolving technical dependencies and blockers to maintain team velocity and driving the application from concept to launch

**12/15 – 10/17**
New Delhi, India

**Rankers' Café Private Limited**
**Co-Founder and Product Owner**
*An ed-tech startup, provided personalized learning solutions for aptitude exams. As Co-founder, I led the development of the web application and drove customer acquisition strategies.*
- Owned the planning and scheduling of two-week sprints, articulating the product vision to cross-functional team of six, and launching the MVP within 6 months

- Implemented a customer acquisition funnel with 6% click-through rate (CTR) on targeted ads and 14% website visit-to-lead conversion rate
- Introduced interactive learning modules and personalized study plans, leading to 25% increase in course completion rates

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| 06/13 – 11/15<br>Bangalore, India | **Prodintel Technologies Private Limited**<br>**Agile Project Manager** |

- Streamlined project management using Jira by implementing Kanban boards, tracking issues, and ensuring cross-team coordination, reducing project delivery timelines by 20%
- Delivered over €1.5 million worth of international projects, including SaaS-based LMS, E-Commerce platform, online ticket booking platform, and food delivery app

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| 08/10 – 05/13<br>New Delhi, India | **Eduesse Technologies Private Limited**<br>**Business Analyst** |

- Facilitated requirement elicitation sessions, translating business needs into user stories and acceptance criteria, and created wireframes in Axure RP, achieving over 90% client satisfaction rate

## EDUCATION

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| 01/22 – 08/23<br>Berlin, Germany | **Masters in Business Administration (MBA)**<br>ESMT Berlin (#8 in Europe, Financial Times Business School Ranking 2022) - https://esmt.berlin/<br>Specialization: Data Analytics |
| 08/06 – 05/10<br>Manipal, India | **Bachelors in Electrical and Electronics Engineering**<br>Manipal Institute of Technology, Manipal, India |

## CERTIFICATIONS

- Professional Scrum Product Owner 1, Scrum.org
- Prince2 Project Management Foundation and Practitioner, Axelos Ltd.
- Software Product Management Specialization, University of Alberta

## TOOLS AND TECHNOLOGIES

Product Management: Jira, Confluence, Asana
Data Analytics and Visualization: Tableau, Power BI, SQL, Python, Amplitude, Google Analytics
Cloud and Big Data: Google Cloud (BigQuery, Dataflow), Alteryx
Prototyping and Design: Figma, Axure RP, Balsamiq

## LANGUAGES

- English: Bilingual
- German: Intermediate – B1 (actively learning)
- Hindi: Native