# Aniket Mandle

Product Manager, Leap Scholar | IIT Guwahati

aniketmandle@gmail.com | +91-9401130107

Portfolio | Linkedin

## Professional Experience

**Product Manager - Consumer products** **LeapScholar** - Bengaluru, India                    May'21 - Present

Leap is a series D Unicorn startup enabling Indian students to study abroad

**Product Owner - Study abroad counseling (FY 22 Rev X00Cr, Growing 200% YoY)**

Revenue growth
- Led product strategy, roadmap and cross functional alignment to build an Industry first "Self serve" counselor supported model vs traditional counselor servicing - Improving our **overall revenue** conversion **by +42% amounting to 40Cr Rev**
- **Built the recommendation system** to maximize likeability and build conviction on suggested colleges based on multiple dimensions like Preference match, Eligibility, Acceptance chance and Similar profiles admitted
- Scaled **unit economics** of a Counselor **to process 2x applications** by transforming their KPIs into product solutions that helped students with Quicker shortlisting, Re - Shortlisting, Course in-depth information and Application updates

Onboarding and Engagement
- Built **onboarding** features that increased app **downloads from 34% to 80%** of converted users and users starting chat from **40% to 80%** in first 7 days
- Scaled student<>partner chat to **100%** partner **adoption**, **95% read rate within 2 days** of conversion and **77% issue resolution rate** within **1 day SLA** closely working with business and partner(counselor) teams
- Created the **lead scoring logic** by analyzing the user and engagement properties that led us to **identify 3x faster moving cohort** and build cohort specific features for users and optimize workflows for partners
- Ran 1on1 video meetings MVP on calendly and **scaled from 0 to 1000+ meetings/week** by managing operations SOP
- Introduced Auto-booking of meetings that scaled product to 11k meetings/week & **optimized attendance to 55% (65% industry benchmark)** by experimenting on multiple timing, channels and context parameters

Infrastructure, MarCom and Analytics
- Scaled Whatsapp messaging Infrastructure from **25k to 363k** sending capacity by revamping logic and identifying spam templates. It contributes 30% attendance for our ~400k Free sessions/week
- Setup Event Instrumentation, onboarded Webengage and integrated comm vendors for Email, Whatsapp, SMS and IVR

**Product Management, Cuemath** - Bengaluru, India                    May'20 - May'21

**Associate Product Manager - Activation Products**

Supply-demand matching of Demo classes
- Optimized post-demo booking f**unnel by 10% resulting in 2x demos** completed and **4.5Cr** monthly additional revenue
- Reduced supply to demand mapping failures by transitioning from an acceptance based model to direct allotment model which allowed us to serve **40% more demos/day**
- Solved demand fulfillment by Implementing **real time inventory mapping** of teacher slots to demo booking pages and **doubled valid slots** by reducing wastage of 1hr slots to 30mins

**Associate Product Manager - Learning Platform (Coding)**

- Built Web-RTC based Screengrab/share to make platform compatible for the MVP coding program with 1.5k users on zoom
- **Built Cuemath's proprietary Python learning platform** : A live collaborative and browser-based python editor and compiler
- User Research: Laid out structure for research, Insight documentation and product recommendations to be used for the **120+ parent conversations** which have shaped multiple feature ideas in Cuemath's FY21 AMJ quarter roadmap

## Skills and Tools

- **Skills**: User Research, Design Thinking, Data Analysis, Competitor Research, GTM Strategy, Testing, Product Roadmapping, Product Strategy, Prioritization, Sprint Planning, A/B testing, Prototyping, Data Analysis and Community Building
- **Tools**: Sql, Advanced Excel, Figma (design), Jira, Postman (API testing), Python, C++, HTML, Whimsical

## Education

**Indian Institute of Technology (IIT) Guwahati**                    Jul'16 - May'20

B.Tech, Major: Mechanical and Minors in Computer Science **(CGPA : 8.7/10)**

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**President Entrepreneurship Cell** & Founder of Product Conference @IITG