Vighnesh Shrikant Chavan

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SUMMARY

A **Computer Engineer turned Product Manager** with a **master's degree and 2+ years of industry experience** leading products to drive business growth. Skilled in leveraging data insights to optimize processes and elevate customer experience.

PROFESSIONAL EXPERIENCE

PRODUCT MANAGER (Co-Op) – Vertice AI, *Durham, NC, United States*   **Sep 2024 - Present**
Vertice AI is a Fintech platform that provides credit unions with AI-driven analytics to enhance growth and marketing effectiveness.
- Built SQL logic to segment **1B+ transactions** and support propensity modeling from subscription trends across **20+ credit unions**.
- Developed and enhanced **15+ new features** using various **statistical models** and built go-to-market (GTM) strategies for them.
- Executed the product roadmap, **forging strategic partnership** with a Corporate Credit Union and **supported major acquisition**.
- Defined and calculated various **KPIs** for credit unions and drove **data-informed decision-making** and **strategy optimization**.
- Optimized authentication flow to streamline user onboarding and reduce login errors, **improving security** and **system reliability**.

PRODUCT MANAGER (Co-Op) – Segra, *Raleigh, NC, United States*   **Jun 2024 - Aug 2024**
Segra provides Internet, Ethernet, MPLS, Dark Fiber, IP, Managed Services, Voice, Data Center & Cloud solutions and Carrier services.
- Calculated churn rate by **analyzing data** of **500k locations** and **6k customers** and reported the ROI to business stakeholders.
- Created product playbooks to assist the sales team in cross-selling and support the marketing team with collateral development**.**
- **Collaborated with sales** and **marketing** to refine and automate the pricing and discount models for various product categories.

TECHNICAL PRODUCT STRATEGIST- TutorSmith LLC, *Raleigh, NC, United States*   **Sep 2023 - May 2024**
TutorSmith is a platform that matches K-12 students with college-age tutors with the goal of being affordable and accessible.
- Led market research, competitive analysis for evaluating opportunities and ensuring alignment of product strategy and vision.
- Orchestrated digital marketing strategies with low CAC to enhance brand visibility, **resulting in 30% more traffic** on the website.
- Implemented user retention strategies based on data from User Acceptance Experience testing, **reduced the churn rate by 15%.**

ASSOCIATE PRODUCT MANAGER - Kennect Technologies Pvt Ltd, *Mumbai, India*   **Oct 2022 - Jun 2023**
Kennect is an Indian B2B SaaS Tech start-up, providing Enterprise Sales Performance and Incentive Management solutions software.
- Championed the integration of Payout Curves using Matplotlib, NumPy, and Pandas, and **increased the company revenue by 7%.**
- Built an Agreement Management System that could **increase the speed of drafting** and **distribution of incentive letters by 50%.**
- Partnered with the backend team to manage the CI/CD pipeline and prioritized product features aligned with the company goals.
- Led the development of hierarchy management, **resulting in 40% more efficiency** in managing various cases of team structure.

ASSOCIATE PRODUCT MANAGER - Expertrons Technologies Pvt Ltd, *Mumbai, India*   **Jun 2022 - Oct 2022**
Expertrons is an AI-based Ed-tech startup, offering online development programs and placements to career-seeking aspirants.
- Partnered with the Data Science, Design, Engineering, and Marketing teams to develop and market a content-based recommendation system using user behavior and interaction data, **increasing digital engagement by 12%.**
- Evaluated use cases and redefined user journeys to improve user experience, **leading to 2.5% increase in the leads-to-sales ratio**.
- **Analyzed data of 30k users**, identified gaps in workflows, and streamlined processes resulting in **3x faster product delivery.**

EDUCATION

North Carolina State University, Raleigh, North Carolina   **Aug 2023 - May 2025**
Master of Engineering Management – Product Management track   **GPA 3.5**
Relevant Courses*: Product Management; Technology Commercialization; Marketing Analytics; Project Management; Operations*
K.J. Somaiya Institute of Engineering and IT, India   **Aug 2018 - May 2022**
Bachelor of Technology in Computer Engineering   **GPA 3.7**
Relevant Courses*: Artificial Intelligence; Big Data Analytics; Machine Learning; DevOps; Blockchain; Cloud Computing; Cyber Security*

SKILLS

Technical Skills: UI/UX, AWS, Python, Machine Learning, SQL, Kubernetes, Data Visualization, Data Analysis, Azure, LLMs, API, DevOps
Industry Skills: Agile, Market Analysis, UAT, Product Launches, Strategic Thinking, Go-To-Market (GTM), Product Marketing, Scrum
Tools and Technologies: Microsoft Project, JIRA, Microsoft PowerPoint, Word, Excel, Google Workspace, PowerBI, Figma, Adobe XD, Google Data Studio, Google Analytics, Clevertap, MongoDB, Miro, Confluence, Slack, Tableau, Smartsheet, System design, QA testing
Soft Skills: Time-management, Organization, Documentation, Leadership, Communication, Creativity, Problem-solving, Curiosity