

PRIYAM RAJPUT

SENIOR PRODUCT MANAGER

PROFILE

Seasoned Product Manager with 6+ years of experience in B2B and B2C product development, including Salesforce-based platforms. Proven expertise in backlog management, sprint planning, and driving user-centric product strategies. Adept at enabling self-service buying channels and optimizing platform performance to achieve business outcomes.

CONTACT

+91-8745039235
priyam.rajput98@gmail.com
priyamrajput.com
Priyam Rajput

SKILLS

Technical / Data: SQL, Salesforce, Firebase, Mixpanel, Metabase, Prompt Engineering, ISVApp, Product Analytics

Tools: Jira, Clickup, Figma, WebEngage, Lucid, GenAI, Coda, Google Suite

Business: Sprint Planning, Empathy, Prioritization, Project / Program Management, Communication, Risk Management, Stakeholder Management

Pastimes: Guitar, Basketball, Photography

EDUCATION

B.M.S College of Engineering

Bachelors of Engineering

2015-2019

Mechanical Engg, GPA - 8.8/10

Vice-President, Rotaract Club (BMSCE Banashankari)

Sports Achiever Award - Basketball

CERTIFICATIONS

Certified Scrum Master - Scrum Alliance

Entrepreneurship in Emerging Economies - Harvard Online

Content Marketing - Hubspot Analytics - Google Academy

WORK EXPERIENCE

Senior Product Manager - Platform

Sitetracker (Salesforce-based project management product) Mar 2024 - present

- Driving growth and user engagement for Sitetracker's Salesforce-based platform across **web and mobile app**.
- Leading the **Sitetracker AI platform**, delivering AI-driven workflows for photo validation that **enhance validation accuracy by 70%** and **reduce time-to-value by 65%**.
- Developed a comprehensive pricing strategy for the AI platform, leading to a **\$10M pipeline** projected over the next two years (ongoing in the first year).
- Designed and implemented the pricing strategy and packaging for **Sitetracker's Files Management Module**, introducing a focused product strategy expected to generate **\$700K ARR** in its first year. Enhanced the module's functionality with AI-driven search, integrations with external storage solutions like SharePoint and Google Suite, boosting the platform's compatibility and integrability.
- Driving **product growth for the Mobile App**, targeted at field engineers, achieving a 35% increase in adoption within three months, resulting in substantial incremental revenue from app licenses.
- Leading three R&D teams** (comprising 15 team members) across roadmap planning and execution, collaborating closely with **engineering and design leadership** to align on product strategy and deliverables.
- Proactively managing product analytics to monitor platform performance and derive actionable insights, aligning them with Sitetracker's long-term strategic goals.

Product Manager - Growth & Customer Platform

Refyne (a Tiger Global and QED-backed financial wellness product) Feb 2022 - Feb 2024

[\[Link To Portfolio\]](#)

As a **Founding PM**, led a team of 4 into setting the foundations of the platform & growth product team @ Refyne, and:

- Spearheaded the API design and platform architecture for **App Homepage Redesign** - evaluated market trends & strategised homepage to drive ease of business expansion, also leading to a 50% increase in ToFu interactions for the products
- Led multiple **vendor integrations** with user platform from technical and business point-of-view to oversee the necessary auth redirection and data sharing among the platforms, to ensure 100% infosec compliance
- Designed scalable and reusable growth modules for **rewards and gamification engagement**, as part of driving on-product campaigns, boosting DAU by ~25%, achieving record-high daily transactions
- Ensured 100% uptime during high-growth campaigns, supporting seamless self-service usage
- Built the virtual rewards module from zero to **cut down marketing costs of retention by 88%** over six months
- Coordinated with the data engineering team to set up relevant **data pipelines and exposure management** to ensure **SOC2 compliance** for the platform, while ensuring the relevant data is available to understand user behaviour from product and business stand-point
- Drove the development and strategy of the **Refyne iOS app** and **Refyne on WhatsApp AI chatbot**, orchestrating E2E product journey across the platforms, expanding product's user base by ~5%
- Led Refyne's Rewards & Referral Module, driving ~20% growth in acquisition metrics
- Built B2C gamification elements like Dynamic Scratch Cards boosting repeat transactors by ~20%
- Awards Received:** Star Performer Award, Best Product Launch Award, Collab Ninja Award

Business Analyst - Data Products

Deloitte USI Aug 2019 - Jan 2022

- Led data-archival product implementation for major US and European clients, across Energy & FMCG industry, utilizing SQL and JiVS, leading to annual savings of 2M USD
- Innovated data migration via OTIC tool, safeguarding 200 TB vital client data
- Coordinated cross-functional training sessions to drive adoption of new product implementations
- Conducted numerous client training sessions for the products being built, to ensure a smooth client-onboarding on the platform
- Awards Received:** Spot Award (2x), Deloitte Leadership Appreciation Letter for work on Deloitte Business Branding initiatives