# SWATI SONI

### Digital Product Manager | B2B SaaS | Driving Growth and Innovation
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**Data-driven product leader with a user-centric approach** to deliver exceptional user experiences
**10+ years** of overall experience building **high-impact products across diverse industries**
**6+ years** of experience as a Product Manager for market-leading **B2B SaaS and B2C products**

## PROFESSIONAL EXPERIENCE

**Senior Product Manager | FREIGHTWALLA (B2B Freight Management SaaS) |** Mumbai, India          Mar 2021 – Jan 2023
- **Championed** the tracking product vision, achieving **>90% shipment visibility**, higher customer satisfaction, **and new revenue** from **NVOCC partnerships** through robust infrastructure, vendor collaboration, critical alerts and efficient **API integrations**
- **Led** the development of an **event-based, data-driven** Vendor Invoice Management System, **eliminating payment delay costs**, **reducing disputes by 60%, and manual work by 80%** through **RPA, ML**, data standardization, and enhanced visibility
- Spearheaded the implementation of **an intelligent inquiry management system**, automating workflows and prioritizing crucial leads resulting in **100% closure** for high-value inquiries, a **2X increase in conversion**, and **$300k in annual revenue** growth
- **Launched** and integrated a **new product for international clients**, featuring automated workflows and multi-party billing with customized visibility facilitating business growth by **acquiring new clients** that drove **10% of bookings & 20% of revenue**

**Product Lead | DICE (Fintech Enterprise SaaS for Business Expense Management) |** Gurugram, India          Jan 2018 – Sep 2020
- Developed an **Expense Management product** with a robust policy engine, ensuring **real-time compliance** and advanced expense visibility, in **6 months, securing seed funding** & reduced client **reconciliation time by 64% & manual effort by 89%**
- **Led the scaling of the product and the team** to 8+ PMs, developers, and QA engineers, launching V2 with enhanced features and **AI-powered** fraud detection and predictive analytics reaching **30+ clients, 15k+ users, and 17% cost savings** on travel
- Spearheaded **a multi-channel lead generation strategy**, combining aggressive **outreach of 2,500+ leads** per month with marketing automation to generate **50+ marketing qualified leads** for demos, significantly impacting sales pipeline growth

**Product Manager | CAASTLE (B2C Fashion Subscription in the US) |** New Delhi, India          Apr 2015 – Jun 2017
- **Led product acquisition strategy** by prioritizing mobile-first design, enhancing trust signals, and leveraging several CRO techniques and A/B testing resulting in a **17% increase in subscription rate**, significantly impacting reduction in the CAC
- **Achieved product-market fit** by launching a **customized user onboarding journey** focused on driving **user activation** resulting in **60% of users achieving full closet, a 30% reduction in cancellations**, & deeper insights into user preferences and behaviors
- Drove **77% penetration in the Android app** by implementing **data-driven key retention features**, including personalized notifications and optimized recommendations through A/B testing and **user behavior analysis with the analytics team**

**Junior Manager (Product Owner) | Steel Authority of India Limited (Maharatna CPSE) |** Bhilai, India          Apr 2010 – Jun 2013
- Managed **INR 75L y-o-y** equipment procurement and evaluated an **INR 11 crore** telecom system for expansion project
- Built **end-to-end payroll product** for 600+ users, cutting processing time by **90%** and improving accuracy by over **80%**
- Reduced person-hours by **75%** by developing 8+ **HR & Fintech products** like No Dues & ITS declaration for 27,000+ users
- Achieved **'A' appraisal** rating for the year 2011-12, secured by top 10 % of the batch, for outstanding performance

## SKILLS

**TECHNICAL SKILLS:** Java, C++, HTML, CSS, JavaScript, Webhooks, REST APIs, SQL, MongoDB, Git, Heroku, Google Analytics, Mixpanel, Mailchimp, Hubspot, Figma, Balsamiq, Tableau, Optimizely

**PRODUCT SKILLS**: Product Strategy, Product Roadmap, Design Thinking, Product Definition and Validation, Product Planning and Development, Competitive Analysis, SEO, SEM, User Research, Data Analytics, Cross-Functional Team Leadership, Agile Methodologies (Scrum & Kanban), UX Design, Prototyping, Digital Transformation, Business & Process Automation

## EDUCATION

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|---|---|---|
| PGDM, Marketing & Finance - Team Synapse (Systems) | **Indian Institute of Management** Lucknow | 2013 – 2015 |
| BTech, Electronics & Comm. - TATHVA (Tech Fest) | **National Institute of Technology** Calicut | 2005 – 2009 |

## INTERESTS

Writing Poetry, Crocheting, Reading Books, Puzzles, Word Games, Artificial Intelligence, Sewing, Vipassana Meditation