

PANKAJ LAD

Senior Product Manager | Funnel Improvements | BTL Focused PM

PROFESSIONAL SUMMARY

Product leader with 13+ years of experience building and scaling AI-enabled platforms across agri-tech, insurance, and e-commerce. Led multi-division initiatives spanning AI forecasting, digital transformation, marketplace operations, and platform growth.

CONTACT

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WORK HISTORY

Senior Product Manager, 07/2023 to 03/2026

Grow Indigo Pvt Ltd - Mumbai

- Owned end-to-end platform journey for distributors and field teams
- Improved demand forecasting accuracy by **30%** to support better planning
- Introduced AI chatbot to help users access reports and reduce manual dependency
- Integrated QGIS for real-time field validation and inspection workflows
- Activated **39K+ live polygons** and onboarded **11 key accounts and 897 farmers (609 verified)**
- Reduced farmer onboarding time to **120 seconds** and tagging to **280 seconds**
- Drove roadmap planning, demos, and adoption across accounts

Senior Product Manager, 11/2022 to 07/2023

EKincare Pvt Ltd - Mumbai

- Owned end-to-end booking journey (selection → cart → confirmation)
- Built API integrations with home collection and OPD partners
- Reduced confirmation time from **6 hours to 30 minutes** through workflow automation
- Reduced funnel drop-offs by **5%** through journey simplification
- Increased sponsored health check bookings by **3%**
- Reduced call center queries by **6%** by improving status visibility and communication

Senior Product Manager, 11/2021 to 03/2022

ICICI Lombard General Insurance - Mumbai, India

- Led digital motor insurance journey improvements across acquisition and renewal
- Integrated Vahan and Adrila APIs for real-time vehicle validation and eligibility checks
- Built self-inspection workflow to reduce manual verification
- Designed auto-renewal calling flow for call center operations
- Worked closely with underwriting and business teams on cover eligibility logic

EDUCATION

MBA, Marketing Management,

05/2011 to 01/2013

University Of Pune - Pune

Bachelor of Engineering,

Electronics And

Telecommunication, 08/2005 to

05/2009

Mumbai University - Mumbai

Product Manager , 07/2020 to 11/2021**Seniority Pvt Ltd (Evergreen Club) - Mumbai**

- Leading Seniority's new community Application Evergreen Club and scaled to 150k Users
- Improved Sign Up rate by 3% by adding guest user flow.
- Improved Booking percentage by 10% with system notifications and various recommendations on application
- Built subscription model and created 2% pay users.

Product Manager, 12/2017 to 07/2020**Seniority Pvt Ltd (Ecommerce) - Mumbai**

- Scaled daily order processing from 500 to 3,000+ transactions
- Integrated Warehouse Management System for order visibility and reconciliation
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- Built multi-courier routing engine reducing logistics costs by 10–15%
- Designed structured returns and refund workflows
- Introduced prepaid incentives to increase digital payment adoption
- Added shipping charge model contributing ₹10 lakh+ monthly revenue
- Managed marketplace seller onboarding through in-house seller panel

Associate Product Manager, 05/2016 to 12/2017**Smarte Inc**

Built B2B CRM integrations & lead flows.

Product Manager, 06/2015 to 05/2016**VoxPop Clothing - Mumbai, IN**

- Launched site & print-on-demand model
- Automated vendors & analytics workflows

Assistant Product Manager, 05/2014 to 05/2015**Dream11.COM - Mumbai, India**

- Built PRDs, QA & wireframes for product
- Drove ops via SEO & sports engagement

Senior Product Executive, 06/2013 to 05/2014**FirstCry.com - Pune**

Improved site traffic, revenue & payments

Technology Consultant, 01/2010 to 07/2011**Mphasis Pvt Ltd - Mumbai**

Worked as technology consultant
