PRATHAMESH BAWKAR

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Education

2022-2023 **THE MASTERS' UNION**   **Gurgaon**
Dean's List | PGP in Technology and Business Management | **CGPA: 3.51/4** (**Top 5%** of Batch)
Vice President at Product Club | Major in **Product Management** | Minor in **Growth & Marketing**
Co-founded a **healthcare & insur-tech platform** | **500+ customer** waitlist | **Raised INR 5 Lacs** pre-seed
Developed an **e-Commerce business** | Revenue of **INR 70K in 2 months**
Won multiple **Business Case** & **Startup Competitions** at ISB, MDI, IIT D, IIM T, GIM

2014-2018 **SARDAR PATEL COLLEGE OF ENGINEERING**   **Mumbai**
Bachelor of Technology, Electrical Engineering | **CGPA: 9.49/10** (**Top 5%** of Batch)
TEQIP (Government of India) funded B.Tech. Project | **Lead Operator** at SPCE Robocon Team
Represented SPCE at national-level robotics contest, **100+ teams**, **10K+** footfall

2012-2014 **ATOMIC ENERGY JUNIOR COLLEGE**   **Mumbai**
Class 12 (HSC): **90.46%** (**Top 1%** in State Board; **Rank #2** out of **~250+** students)
Awarded **Scholarship for Higher Education** by Maharashtra State Board

2002-2012 **VIVEKANANDA SANKUL, SANPADA**   **Navi Mumbai**
Class 10 (SSC): **91.27%** (**Rank #3** out of **~200+** students)

Experience

2023-Present **ZENTRADES** *(A hyper-vertical **B2B SAAS** platform for field service management businesses in US & Canada)* **Pune**
Lead Product Manager
- **Spearheaded product**, leading an 8-member team to impact the **ARR of $800K** & **160+** B2B customers
- **Conceptualized** industry-first **AI products from 0-1**, transforming workflows & **driving new customer value streams**
- **Crafted** comprehensive CRM+ERP **product roadmap**, leveraging **market research** & **100+ customer validations**
- **Led the vision and execution** for **core product modules** - Assets Module, Client Portal, Inspection Forms, Defects Module, Inventory Module - delivering tailored solutions to **address market demands** & **enhance user satisfaction**
- **Prioritized & delivered 50+** product improvements, **boosting user engagement** and satisfaction by **50%**
- **Established** a robust analytics system, **prioritization** & **sprint planning** framework, improving the decision-making
- **Enhanced UI/UX** based on insights from **20+ customer studies**, creating a more intuitive and user-friendly experience
- **Collaborated** with leadership team to reframe investor pitch deck, contributing to **~$1M fundraising effort**

2022-2023 **MODULUS** *(A full-stack **healthcare & insur-tech** startup focused on proactive health)([website](#), [blog](#))* **Gurgaon**
Co-founder & Product Lead
- **Led the end-to-end product lifecycle**, including [product strategy](#) & [market research](#), driving the company's vision
- **Led complete product development** including **UI/UX** Design ([Figma](#)), App Development, **API integrations**, etc.
- **Defined 15+ product features** translating customer needs, did **feature prioritization** & developed PRDs
- **Defined 30+** detailed **product metrics** at different customer journey stages, to **track product success**
- **Generated 500+ customer subscription waitlist**, validating strong market demand and anticipation, pre-launch
- **Raised INR 5 Lacs as a pre-seed grant**, recognized as a startup competition **finalist (IIT D, MDI, IIM T, GIM)**

2018-2022 **SIEMENS LTD.** *(Mobility Division)*   **Navi Mumbai**
Senior Executive - Program Management
- **Led INR 1Cr.+ budgeted** project management **maturity assessment** for the Mobility Division of Siemens Ltd. India
- **Enhanced efficiency by 30%** for **500+** employees, by leading the development of the **Lessons Learned Product**
- **Identified 20+ process gaps** & suggested efficiency improvement measures through a robust **prioritization matrix**
- **Trained & mentored 25+** resources on **project planning** & scheduling and developed a Web-based Training

Project Management Professional
- **Secured** infra-project **orders worth INR 600Cr.** by developing **25 project execution** plans with the project team
- Handled project construction tenders worth **INR 250Cr.** for a railway project (DFCC) & **ensured customer fulfillment**
- **Reduced man hour costing by 60%,** by conceptualizing a novel process for managing project contractual requirements
- Assisted the Director of Pune Metro Project on **strategic planning & execution** for a project budget of **INR 2500Cr.+**

Projects

2022-2022 **BEDEASY** *(An e-Commerce business selling fitted bedsheets from local manufacturers)* **Gurgaon**
Product Lead
- **Designed & developed** an online **e-Commerce platform**, selling **40+ SKUs** across 5 product categories
- **Generated INR 70K revenue** through establishing **supply chain**, framing **GTM strategy,** and **social media marketing**

Awards & Achievements
- **National Winner** among **1400+ teams** in ByteCrunch (**ISB**), revenue & market share **maximization strategy**
- **2nd Runner-Up** among **500+ teams** in The Right Cause (**ISB**), **GTM strategy** for de-stigmatizing cancer screening
- **Awarded** for organizing **Virtual Project Excellence Conference** (VPEC), across Asia-Pacific, at Siemens
- **1st Runner Up** among **50+ teams** during VRC 2015 (**VJTI**), a national-level **robotics championship**

Skills

Problem-Solving, Product Strategy, Market Research, UI/UX (Figma), Analytics, Scrum, Project Planning, Power BI

Certification Courses
- **Product-Led Growth Certification** | Product School   • **Business Foundations Specialization** | Wharton
- **Product Analytics Certification** | Product School   • **Primavera Project Management** | PMI

Personal

Sketching & painting - animal and bird portraits | Fitness enthusiast | Enjoys music | Learning Ukulele | Loves traveling