

Siddharth Chauhan



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ACADEMIC PROFILE

- 2021 ● PGDM-C, 3.01 CGPA
MICA, Ahmedabad
- 2019 ● B. Tech. (Civil Engineering),
9.2/10 CPI
School of Technology,
PDPU, Gandhinagar

Tools & Techniques:

- Project Mgmt & Roadmap : Jira
- Prototyping : Figma
- AI Productivity Tools : Claude Code, ChatGPT, Gamma
- Analytics Tools: SQL, BigQuery, LookerStudio, Tableau
- Product Development Frameworks: Scrum
- API Testing : Postman

Prod. Mgmt. Skills:

- User-centric ideation
- Root cause analysis
- MVP-first approach
- Process-driven change management
- Cross-functional Stakeholder management
- Team leadership & mentorship
- Effective presentation & communication

HOBBIES & INTERESTS

Bike rides, Travelling, Fitness, Exotic Food, Self-help books

CAREER OBJECTIVE

Systems thinker passionate about operational excellence and building scalable backend systems that power post-order experiences in B2C e-commerce through robust OMS, WMS and logistics technology

WORK EXPERIENCE

4.5 Yrs

CureBay Tech. Pvt. Ltd.

Product Manager

Aug '24 - Present

Key projects:

- Order Management System (OMS) - B2C E-Commerce Platform
 - Owned end-to-end OMS product scaling operations from ₹2.5 Cr to ₹4.5 Cr monthly **(80% growth in 9 months)**
 - Built robust order management system replacing ad-hoc workflows, reducing fulfillment time from **days to 2.75 hours**
 - Enabled weak-link identification for faster corrective actions, improving delivery performance metrics
 - Deep appreciation for operational metrics: order accuracy, fulfillment time, delivery performance, customer
- Inventory Management & Supply Chain Technology
 - Built inventory management capabilities improving planning accuracy and reducing stockouts
 - Reduced **sales loss by 5%** through intelligent alternative product suggestion system at fulfillment stage
 - Collaborated cross-functionally with supply chain, warehouse, and customer service teams to optimize operations
- B2B Digital Commerce App (Native + Web)
 - Defined **product strategy and roadmap** for digital platform powering ₹50Cr+ GMV business line
 - Delivered best-in-class onboarding experience **driving 200+ retailer self-adoption in 2 weeks (₹1.5L GMV)**
 - Acted as liaison between business owners, UX partners, and technical team through all project phases
 - Defined and monitored KPIs to analyze performance and identify growth opportunities
- Multi-channel Product Strategy
 - Simplified complex fulfilment and booking journeys across different service types into intuitive mobile-first experiences through **B2C, B2B2C and D2C channel** across business lines

Core Product Competencies:

- Expert in OMS (Order Management Systems), inventory management, and supply chain technology
- Experience building scalable backend systems for B2C e-commerce operations at scale
- Deep understanding of complex operational workflows: order processing, fulfillment, warehouse coordination, logistics
- Comfortable with complexity, scaling operations from 1→10 with proven revenue growth results
- Established structured PDLC from scratch, delivering 3-day enhancements and 1-week new builds

Fossil Group Inc.

Manager – Commercial Tools

May '21 – Jul '24

Key Projects:

- System Reconciliation Tool: **Saved 30 weekly hours** and prevented **1,000+ sales loss** units by resolving data gaps and enhancing cross-team communication.
- Inventory Health Dashboard: Monitored key KPIs for **50+ users** with **150+ monthly visits** to improve inventory insights.
- Ideal Weeks of Supply Model: Cut inventory from **15 to 9 weeks** by forecasting optimal stock using sales data.

Core Competencies:

- Managed product roadmap and backlog with project management teams globally
- Worked in a matrixed environment balancing collaboration and advocacy across geographies
- Built and led team of 7 with strong project management and communication skills
- Engaged in all project phases: discovery, requirements, development, testing, launch, and iteration
- Maintained high level of intellectual curiosity about competitive products and industry trends

Career Trajectory:

- Manager – Global (Mar '24 – Jul '24), Asst. Manager – APAC & EMEA (Mar '23 – Feb '24), Asst. Manager – APAC (Mar '22 – Feb '23), Management Trainee (May '21 – Feb '22)

CERTIFICATIONS

Certified Scrum Product Owner

Scrum Alliance

2023

Certified Scrum Master

Scrum Alliance

2023

ACHEIVEMENTS

Quarterly Award

CureBay Tech. Pvt. Ltd.

Q3 '24

Employee the Year

Fossil Group Inc.

2021

Quarterly Award

Fossil Group Inc.

Q2 '23, Q2 '22, Q3 '21