

# 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