

Prarthana Dalai *Product Manager*

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SUMMARY

Product Manager with 6+ years driving **0-to-1 B2B SaaS** products from concept to enterprise adoption. Built and launched company's **first Distributor Management System**. Expertise in customer discovery, cross-functional leadership, and **delivering 30–40% operational efficiency** gains through data-driven product strategy.

PROFESSIONAL EXPERIENCE

Associate Product Manager — Salescode.ai Apr 2025 – Present

- **Built and launched a 0-to-1 Distributor Management System (DMS)**, defining product vision, MVP scope, PRDs, and delivery frameworks in a domain with no prior internal expertise
- Drove adoption across **4 live enterprise customers (Coca-Cola, Cavin Kare, Nilne, App Passeo)** supporting distributor onboarding, order management, schemes, and reporting workflows
- **Led market and user research with distributors and sales stakeholders**, identifying gaps in legacy DMS tools and translating insights into differentiated capabilities
- **Enabled 30–35% reduction in manual order tracking and 40% improvement in sales and scheme visibility** through user-centered design
- Owned **product roadmap** including AI/ML-led enhancements for forecasting, outlet attrition prediction, and other insights
- Partnered with Engineering, Design, Sales, and Leadership using **Agile/Scrum** to deliver on-time sprints

Associate Product Lead — Salescode.ai Jan 2024 – Mar 2025

- Owned delivery for **SFA, eB2B, and analytics platforms**, leading designers and business analysts across parallel initiatives
- Launched **incentive creation workflows** driving a **3.1% increase in average order value** through improved sales engagement
- Migrated **Sub-Stockist App UI from React to Flutter**, improving user comprehension and **adoption by 29%**
- Built an **in-house sales analytics module** enabling **2x faster KPI reporting** and reducing third-party tooling costs
- Authored **PRDs, user stories, and acceptance criteria**, improving engineering velocity and reducing rework
- Supported Sales and Marketing with **product demos, positioning, and GTM narratives**

Business Analyst — Taazaa Inc Aug 2021 – Dec 2022

- Translated business requirements into 40+ Jira user stories per project; led 8–12 developers and QAs delivering B2B platforms for **U.S. clients**
- Improved **sprint predictability by 20–25%** and reduced rework by 30% through structured stakeholder alignment
- **Resolved 90%+ delivery issues** within sprint cycles, ensuring 100% on-time milestone delivery

Business Analyst — Applicate AI Solutions Jul 2019 – Jul 2021

- Produced **BRDs, SRS, and wireframes** for AI-driven B2B platforms across **FMCG, healthcare, retail, and luxury sectors**
- Delivered projects for **Reckitt, ITC, Ambuja, Dr. Lal PathLabs, Relaxo, and LVMH**

EDUCATION

Master of Science in Software Project Management — Royal Holloway, University of London 2023 – 2024

Bachelor of Technology in Computer Science — C.V. Raman College of Engineering 2015 – 2019

SKILLS

Product: Product Strategy, Customer Discovery, User-Centered Design, 0-to-1 Development, Roadmap Planning, Stakeholder Management

Technical: Agile/Scrum, Jira, Confluence, PRD/BRD Writing, Wireframing, Adobe XD, SQL, A/B Testing, Analytics

Domain: B2B SaaS, Enterprise Software, Distributor Management, Sales Force Automation, AI/ML Products

Certifications: Certified ScrumMaster (CSM), Agile Product Owner Foundations

AWARDS

Founder's Choice High Impact (2025) • Special Recognition – Product (2024) • Customer Appreciation (2021) • Most Significant UI Improvement (2021) • Best Project Delivery – BA (2020) • Rockstar BA (2020)