Swati Seth

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Summary

Data-driven Product Manager with 7 years of total work experience and 3 years in product management, driving SaaS innovation. Expert in simplifying complex ideas to technical and non-technical stakeholders, championing customer needs, and driving product vision to achieve business objectives and strategic goals.

Key Skills

SQL, Machine Learning (Basics), Agile Methodologies (Scrum & Kanban), Postman, Mixpanel, JIRA, Confluence, HubSpot, Figma, Looker, GitHub, Azure DevOps Board, Leadership, Proactive Communication, Strategic thinking, Entrepreneurial, Market research, Product Roadmap, Pragmatic, International Stakeholder Collaboration.

Work Experience

Product Manager **Dec 2023 - Present**
Codepan GmbH Berlin, Germany (Remote)
AI Consultancy -> AI Product-led (B2B GenAI Chatbot & SaaS Fintech workflow product) | Led a scrum/agile team of 6+ Engineers

- **Product-led Organisation**: Managing two products from discovery to post-launch with the Head of Product   (April 2024 - Present)
    - **Customer Retention & Satisfaction**: Improved early customer retention rate by 75% and customer satisfaction rate by 30% by developing and implementing communication, user feedback analysis, and data analysis strategies.
    - **Product Performance Analytics Team Establishment:** Established product analytics team by defining & monitoring product performance (ML, system, & user behavioural metrics and KPIs) in Mixpanel, combined with Qualitative analysis to identify product improvement areas/gaps.
    - **Collaboration:** Collaborated with Engineers (Data Scientists, Backend and Front-end developers, QAs), Sales, Product Design, and Marketing to keep them aligned on the product roadmap.
- **Consulting work (Customised Product Development)**: Data Mapping product for Big 4 client   (Dec 2023 – April 2024)
    - **Product Strategy**: Developed & implemented product strategy to enhance the ML capabilities, increasing revenue by 20%.
    - **Leadership & Innovation**: Developed a prioritization framework & led a workshop on it. Introduced a real-time feedback process, new scrum processes, and improved user-story writing practices; achieving company-wide adoption.

Product Manager **Oct 2022 - Mar 2023**
UP42 GmbH (Airbus start-up) Berlin, Germany (Remote)
B2B2C API-first Geospatial Platform, SaaS product | Led a scrum/agile team of 7+ engineers

- **Product Lifecycle Management Ownership**: Managed end-to-end data integration into our platform along with UI/UX enhancement, backlog management, establishing go-to-market strategies, and monitoring product success metrics, providing customers with a seamless product experience.
- **Productivity Improvement:** Increased product development lifecycle completion from 50% to 70% by prioritising third-party data integration and critical UI/UX improvements to enhance user satisfaction and increase data offerings.
- **Bugs Reduction:** Achieved a 30% bug reduction in Q4 2022 by leveraging meticulous backlog management and issue resolution.
- **Cross-functional Collaboration:** Collaborated with Engineering, Marketing, Sales, Customer Support, and Product Design teams to keep everyone aligned on the product roadmap.

Product Manager Intern/ Associate Product Manager (Master's Mandatory Internship) **Nov 2021 - Feb 2022**
Product People GmbH Berlin, Germany (Remote)
Product Management Consultancy | University's three-month internship requirement

- **Revenue Growth:** Co-led product discovery efforts with a Senior PM securing 2 new contracts for a SaaS B2B Healthcare client to improve the product's market competitiveness, increasing revenues by approximately €30k*.

Data Project Manager (Combination of Product Management, Data Analysis, Project Management) **Jan 2015 - Oct 2020**
MakeMyTrip, Xceedance Consulting, E&Y, Natwest Markets (Royal Bank of Scotland) Gurgaon, India
Industries: Travel (Business Analyst), Insurance (QA Analyst), Advisory at Big 4 (Advisory Associate), Banking (Risk Analyst)

Education

Master's in International Business; HS Mainz University of Applied Sciences (Germany) Sep 2020 - Dec 2022
Bachelors in Business Administration; G.G.S.I.P.U (India) Sep 2011 - May 2014

Additional Information

Languages: German (A2 level; Ongoing B1), English (Native/Bilingual), Hindi (Native)
Interests: Entrepreneurial venture (Health & Fitness product), Lenny's and Marty Cagan's Newsletter, Lean product Playbook

*Exact figures are subject to confidentiality.