

# Avinash Singh

## Product Manager — AI & Marketplace Platforms

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### SUMMARY

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Product Manager with 7+ years of experience building AI-powered, data-driven marketplace platforms. At Mahindra, led end-to-end development of an auction platform now processing 1,000+ auctions/month, driving up to 80% reduction in manual operations. Known for combining deep user empathy — including 600+ hours of primary research at Veeery — with rigorous A/B experimentation and cross-functional execution across engineering, design, data, and business teams.

### EXPERIENCE

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#### Product Manager, Mahindra First Choice

Jan 2023 – Present

*Led product for Ediig, a B2B auction marketplace built from scratch within Mahindra First Choice, owning strategy, roadmap, and end-to-end delivery across the full bidder and operator lifecycle.*

- Architected and shipped a full-cycle auction platform from scratch — now powering 1,000+ auctions/month by aligning stakeholders across engineering, operations, and business on a phased roadmap with clear trade-offs at each milestone.
- Reduced onboarding time from 24–48 hours to ~10 minutes by rethinking the activation flow end-to-end; improved new bidder activation rate by 3×.
- Cut manual auction operations by 60–70% through lifecycle automation; identified the highest-effort manual steps via ops shadowing and prioritised automation in 3 sprint cycles.
- Improved bid approval rates by 15–20% by introducing a pricing recommendation engine — chose this over a discount-led approach after testing showed it better preserved margin while increasing conversion.
- Increased bidder engagement by 25%+ through structured A/B testing of auction formats; ran 8+ experiments over 6 months to identify the highest-retention mechanics.
- Reduced reporting turnaround by 70% by integrating an AI chatbot for self-serve analytics, eliminating ad hoc data requests from the ops team.
- Drove 20% improvement in 6-month retention through a platform redesign informed by qualitative interviews and drop-off analysis across the bidder journey.
- Eliminated ~80% of finance manual effort by leading SAP integration — coordinated requirements across 3 teams and resolved a 6-week technical dependency to ship on time.

#### Product Manager, Smartivity

Jul 2022 – Dec 2022

*Owned conversion funnel and pricing strategy for a D2C STEM toy brand, with a mandate to improve purchase rates from browse to checkout.*

- Increased overall conversion rate by 64% in 5 months through a combination of funnel diagnostics, pricing changes, and UX improvements — starting with a full audit to isolate the highest-impact drop-off points.
- Improved browse-to-cart rate by 47% via A/B testing of product page layouts and bundle presentation; ran 6 concurrent experiments using Google Optimize.
- Boosted cart-to-purchase rate by 30% by simplifying checkout flow — removed 3 friction steps after session recordings revealed where users were abandoning.

- Grew total orders by 83% over the engagement period through combined pricing experimentation and targeted retention campaigns for repeat buyers.
- Improved website performance by 50%, directly reducing bounce rate on mobile by addressing Core Web Vitals issues identified via Lighthouse audits.

## Founder & CEO, Veeery

Apr 2019 – Jul 2022

*Founded an audio-first platform for visually impaired users — built from 600+ hours of primary user research into a sustainable, self-funded product.*

- Validated the product concept through 600+ hours of user research with visually impaired individuals before writing a single line of product requirements — uncovering pain points that standard assistive tech had missed.
- Scaled the platform to 5,000+ users and 7,200+ hours of audio content, reaching revenue-positive within 9 months of launch.
- Redesigned the business model to reduce unit costs by 90% after initial model proved unsustainable at scale — pivoted from custom production to a contributor-sourced content model.
- Led all functions across product, engineering, content, and growth — building a team of 6 and managing external partnerships with disability advocacy organizations.

## SKILLS

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**Product & Strategy:** Product roadmapping, user research, A/B experimentation, conversion optimization, KPI definition, stakeholder management, 0-to-1 product development

**Data & Analytics:** SQL, Power BI, Google Analytics, Google Tag Manager, MS Clarity

**AI & Innovation:** Chatbots, recommendation systems, pricing models, AI-assisted analytics

**Technical & Systems:** System design, AWS, Salesforce, Jira

## EDUCATION

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**Bachelor of Computer Applications** — Lucknow University