



Ekta Varshney

E-Mail: x26ektav@iima.ac.in **Mobile:** +91 9599431755 **LinkedIn:** www.linkedin.com/in/ektavarshney22

Summary

Software engineer turned Senior PM with 7+ years across consumer tech and B2B SaaS, spanning full-stack engineering and end-to-end product ownership.

Professional Experience

Sr. Product Manager | Rupyz | Gurugram

- Established and scaled the Product function as first PM; led a cross-functional team of 20 engineers, designers, and QA to improve the product and ship high-impact releases
- Doubled MRR YoY and onboarded marquee brands (Velnik, Pushp) by revamping the sales force automation product, replacing legacy tools such as FieldAssist and Bizom
- Automated core sales workflows (order-taking, beat planning, pricing), reducing manual effort 60% for brand ops teams on the sales force automation platform used by 9,000+ reps daily
- Reduced time to identify under-performing regions by 40% for general trade brand owners by launching Power BI dashboards, surfacing real-time insights for regions across India
- Achieved 100% ledger accuracy by integrating Tally ERP with the SFA platform; enabled real-time financial sync and sales order creation

Software Engineer | Zight (Formerly CloudApp) | US (Remote)

- Generated ~\$200k in incremental revenue by launching monetizable enterprise features - seat bucketing, comments, and activity feed
- Reduced infrastructure cost by 20% by launching a cross-platform desktop app that allowed 1-click screen capture, annotation, and instant link-sharing
- Grew adoption to 60 K+ users by scaling Zight's one-click screen-capture to Chrome extension (4.5 rating), enhancing engagement funnel across enterprise users
- Retained the top 5 largest enterprise accounts by rolling out cohort-based access controls that gave customers granular data-governance power, reducing churn to <5% in high-risk accounts
- Decreased drop-off rates of cross-platform desktop app by 15% by improving user experience based on 20+ user interviews

Software Engineer-2 | BigBasket | Bengaluru

- Increased deployment agility by 35% by migrating monolithic systems to a modular microservices architecture, enabling faster and more independent deployments
- Designed and deployed core microservices like PD-Assembler (data aggregation layer) and PD-Cart (real-time cart API), improving system scalability and reducing latency in high-traffic user flows

Software Developer | SimplyVyapar Tech Solutions | Bengaluru

- Boosted accounting SaaS adoption 20% YoY among MSME retailers/distributors by launching features such as flexible invoicing and real-time alerts
- Built a real-time engagement dashboard used by product leadership and the chief executive to uncover actionable user-behavior insights

Education

B.Tech Information Technology – YMCA University, Faridabad, Haryana | India

Co/Extra-curricular

- Volunteered at Kshitih Foundation: Conducted target market segmentation and developed brand positioning strategy to enhance outreach and strengthen market presence (2024)
- Secured STRK airdrop by contributing key modules to a Starknet lending/borrowing protocol (2022)
- Co-led 95-member student club as Joint Secretary, executed 2 college-wide events with 1000+ attendees, including cultural fest and fresher's event (2017)
- Recognized at premier hackathons:
 - o Winner, LadyProblems Hackathon (2016): Built a scholarship-discovery MVP; led a 5-member team
 - o Finalist, AngelHack HackAccelerator (2016): Mentored by serial entrepreneurs on product and GTM.
 - o Organizer, AngelHack Bengaluru (2019): Delivered an event with 193 participants and 46 demos.