



Ekta Varshney

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Summary

Senior Product Manager (former software engineer) with 7+ years of experience building 0-to-1 and 1-to-10 products across high-growth startups in e-commerce, workplace collaboration, and FMCG B2B SaaS. Built and scaled the product function by leading products from discovery to delivery. Driven by curiosity and user empathy to generate sustained growth and revenue.

Professional Experience

Sr. Product Manager | Rupyz | Gurugram

July, 2024 - Feb, 2026

- Established and scaled the Product function as first PM, bringing structure and clear ownership to a cross-functional team of 20 engineers, designers, and QA while aligning internal and external stakeholders from CXOs to enterprise clients
- Owned the SFA overhaul across web, Android, and iOS, from discovery and roadmapping to spec definition and delivery, growing ARR from ₹1.2Cr to ₹2.1Cr (1.75x), displacing legacy tools and winning marquee accounts (Velnik, Pushp)
- Decreased manual effort by 60% for brand ops and scaled the platform to 9,000+ daily active reps (up from 4,000+) by researching FMCG field sales operations and redesigning core workflows: order-taking, beat planning, pricing and targets
- Reduced time to identify under-performing regions from 4-5 days to 1-day by spotting the reporting gap through FMCG brand-owner conversations and defining requirements for Power BI dashboards, surfacing real-time insights across India
- Conceived and prioritised event-tracking to measure user engagement across pages, identifying top-used features (MIS dashboard, beat analytics) and enhancing them to grow their average events per active user 55→71 in a month (+30%)
- Owned Storefront 0-to-1, from discovery to delivery, a bulk-ordering e-commerce extending digital ordering beyond field reps, driving ₹30L+ in average monthly orders for key FMCG clients like Nutraj
- Achieved 100% ledger accuracy and real-time financial sync by defining Tally ERP integration requirements with SFA, driving the build through launch with accounting and engineering

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

Apr, 2020 - Dec, 2023

- Generated ~\$200k in incremental revenue by architecting and building monetizable enterprise features - seat bucketing, comments, and activity feed, expanding the product's enterprise value proposition
- Reduced infrastructure cost by 20% by building a cross-platform desktop app that allowed 1-click screen capture, annotation, and instant link-sharing, consolidating multi-platform delivery into a single codebase
- Grew adoption to 60K+ users by scaling Zight's one-click screen-capture to Chrome extension (4.5 rating), expanding the top of the acquisition funnel and driving enterprise trial conversion
- 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 conducting 20+ user interviews and improving user experience based on the findings

Software Engineer-2 | BigBasket | Bengaluru

Oct, 2019 - Mar, 2020

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

Software Developer | SimplyVyapar Tech Solutions | Bengaluru

Jun, 2018 - Oct, 2019

- Boosted accounting SaaS adoption 20% YoY among MSME retailers/distributors by building 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-behaviour insights

Education

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

Co/Extra-curricular

- Volunteered at Kshitih Foundation: Developed brand positioning strategy to 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 (2017)
- Winner, LadyProblems Hackathon: Built a scholarship-discovery MVP; led a 5-member team (2016)
- Finalist, AngelHack HackAccelerator: Mentored by serial entrepreneurs on product and GTM (2016)
- Organiser, AngelHack Bengaluru: Delivered an event with 193 participants and 46 demos (2019)