



Himanshu Rajiv Sharma

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Summary

Lead Product Manager with 7+ years of experience driving digital products from ideation to scale. Leveraged AI to create user value. Generated over ₹30 Cr of revenue across Online Travel, FinTech, and Digital Media industries while shaping adoption through strategic government, regulatory, and enterprise engagements. Built high-performing product teams that deliver impact.

Professional Experience

Lead Product Manager | MakeMyTrip | Gurugram

Oct 2025 – Mar 2026

- Built a **real-time dynamic discounting engine** to maintain price competitiveness using customer demand and pricing signals, powering **51% of hotel bookings**.
- Drove **B2B booking coverage to 46%** through traffic-driven intelligent crawling system to improve pricing relevance.
- Expanded **competitive coverage** by integrating **5 new OTAs** and **1 Lac+ pricing signals** across **1500+ global destinations**.
- Built a **3-layer proactive crawl health monitoring system** to enable early detection, reducing failures by **80%** and improving turnaround by **70%**.
- Streamlined B2B onboarding through OCR based **automated content capture**, driving **15% conversion uplift**, **30% incremental onboarding**, and **+700 listings/month**.
- Automated property-level competition tracking** across **4 platforms**, eliminating manual dependency while achieving **>90% accuracy** and reducing TAT by **71%**.

Senior Product Manager | Protean | Mumbai

Nov 2023 – Sep 2025

- Defined **product strategy** for **Digital Lending, Data Privacy (DPDP), and Account Aggregator** solutions, through engagement with the **Government Ministries, Regulators, Banks, and NBFCs** to drive adoption.
- Represented Protean** across **strategic government and industry engagements**, driving partnerships, product adoption, and commercial opportunities with **multiple Ministries and enterprise clients**.
- Developed MVP for a **B2B2C Credit Platform** with a **₹10 Cr+ revenue opportunity**, partnering with the **Gates Foundation** to lead on ground user study across India.
- Led the modernisation of the **Vidya Lakshmi Portal** for the **Ministry of Finance**, redesigning the end-to-end education loan journey to improve borrower experience and lender participation.
- Conceptualised a **Digital Lending Marketplace** for underserved & new to credit borrowers, owning **product strategy, GTM, and system architecture**.

HT Growth Manager | Hindustan Times | Gurugram

Oct 2021 – Nov 2023

- Led **product-led growth initiatives** for HT Digital's subscription business, driving acquisition, engagement, and conversion across both web and app platforms.
- Owned the **growth strategy and product roadmap** for company's flagship news portfolio, including **LiveMint, Hindustan Times, and LiveHindustan**, serving a **120M+ monthly active user base**.
- Managed and trained a **4-member team** to deliver **43% YoY revenue growth to ₹12 Cr** through product-led growth.
- Conceptualised and launched **AI-based User Experience**, optimising subscription conversion & reader engagement.
- Generated **new revenue stream worth 25 Lacs** through **Co-Branded Premium Subscription** offerings with global publications including **The Economist and The Wall Street Journal**.
- Defined product requirements and collaborated closely with **engineering, design, editorial and marketing teams**.
- Defined **intelligent notification strategy** using industry-first tools like **MoEngage, CleverTap & NetCore**.

Senior Business Analyst | CarDekho | Gurugram

Aug 2018 – Oct 2021

- Reported to the **Company President** & drove lead monetization through Online Car Booking, Dealer Microsites, and Verified Lead Model, unlocking **₹9 Cr+ in annual revenue**.
- Managed **B2C web and app experiences** across CarDekho, BikeDekho, and Zigwheels, driving **3 lakh monthly leads** and **20% CTR growth**.
- Led the **Online Car Booking MVP** from concept to launch, defining product strategy and API architecture to unlock a **₹1.5 crore revenue stream**.
- Re-designed lead management workflows and LMS logic, reducing **turnaround time by 30%** and improving lead quality.
- Conducted **primary consumer research** with **5,000+ respondents**, generating market insights for **thought leadership** and OEM engagement initiatives.

Education

BTech (Computer Science & Engineering) – *Manipal University Jaipur | India*

July 2014 – July 2018

Accomplishments and Awards

- **Authored industry consultation studies:**
 - **Easing Access to Credit** for Women and the Underprivileged (Gates Foundation)
 - **Enhancing EPFO Member Experience** (Ministry of Labour & Employment)
- Winner of **CEO's Star Performer Award** for leading **LiveMint to #1 spot in digital revenue**.
- **President's Spot Award** for **Online Car Booking MVP**, unlocking a **new revenue stream**.

License & Certifications

- 8 Weeks Generative AI Certification on Applications of GenAI, BuildFast with AI
- GGI Impact Scholar | Class of 2024, Global Governance Initiative
- AI for Everyone Certification, DeepLearning.AI
- Google Cloud Certification, Google
- Career Accelerator Programme in Product Management, Upraised
- Software Product Management Certification, University of Alberta

Co/Extra-curricular

- PGPX Cell Head for ProdMan Club at IIM Ahmedabad
- NCC Certificate Holder, National Cadet Corps, Ministry of Defence
- Completed Tata Mumbai Marathon, January 2025