



Shubham Gaurav

E-Mail: x26shubhamg@iima.ac.in Mobile: +91 8958080966 LinkedIn: [linkedin.com/in/shubhamgaurav2308](https://www.linkedin.com/in/shubhamgaurav2308)

Summary

Product, Growth & Strategy leader with 10.5+ years of experience building and scaling digital products, businesses, and high-performing teams across fintech, SaaS, and clean energy. Proven track record of driving \$30M+ in incremental annual business impact and scaling customer acquisition 2.5x through product-led growth, AI-powered innovation, and data-driven strategy. IIT Roorkee graduate with a track record of influencing senior stakeholders, partnering across product, sales, marketing, and technology, and driving product, go-to-market, and commercial initiatives across global markets.

Professional Experience

Senior Product Manager | MPOWER Financing | Bangalore

Apr 2024 - Mar 2026

- Led cross-functional teams for strategic user acquisition and conversion initiatives across MPOWER's digital ecosystem, **increasing top-of-funnel acquisition and application conversion by 2.5x**
- Scaled the referral platform through a self-serve dashboard and persona-based gamification strategy, driving **150% YoY growth in funded volume from affiliate channels (\$13.6M → \$34.1M)**
- Led an AI-first strategy for organic growth across India, Pakistan, Bangladesh and other target markets through GEO/AEO, localization, and AI evaluation frameworks, driving **80% YoY growth in organic traffic**
- Spearheaded go-to-market strategies for new digital products, localized experiences, and acquisition channels, contributing to a **35% increase in funded volume from \$15.4M to \$20.8M** across key international student segments
- Launched financial planning tools including Student Loan Calculator and Education ROI Calculator, **increasing organic traffic by up to 25% and achieving > 34% conversion rates**
- Led redesign and optimization of student loan finder tool, **increasing qualified lead generation by 20% and contributing to more than \$6.4M in annual funded volume in 2025**

Product Manager | Namaste Credit | Bangalore

Sep 2021 - Mar 2024

- Led Digital Loan Onboarding, the company's flagship strategic initiative, driving a **150% increase in revenue** through end-to-end digitization of the lending journey
- Identified and expanded into the adjacent affordable mortgage lending segment, defining product strategy and go-to-market execution that **increased monthly loan applications by 180%**
- Led the transformation of Namaste Credit into a full-stack digital lending platform by integrating third-party APIs, **reducing loan processing TAT by 95% for B2B clients**
- Designed and launched support for multiple disbursements and repayment schedules, enabling new lending use cases and **increasing average revenue per loan case by 24%**
- Built a data model for an OCR- and AI-driven fraud detection and prevention system, improving case identification for risk management teams and **reducing reliance on random sampling by 70%**
- Directed a team of 12+ product managers, product analysts, designers, and interns

Associate Product Manager | Eze Software, SS&C Technologies | Hyderabad

Dec 2019 - Aug 2021

- Enhanced onboarding experiences for Asset Management Companies (AMCs) setting up funds on an investment management SaaS platform, increasing CSAT score from **2.7 to 3.9 on a 5-point scale**
- Spearheaded initiatives to standardize platform core data and configuration management, **reducing manual setup effort by approximately 30% and configuration-related errors by 25%**
- Automated onboarding workflows and processes, **reducing client onboarding time and time-to-value (TTV) by up to 15%**

Product Manager | SolarPro, SSAEL | Hyderabad

Jul 2017 - Dec 2019

- Conceptualized and successfully launched Solar Plant CRM Systems. **Reduced third-party application cost by \$60k per year for in-house operations and increased revenue by \$30k per year**
- **Led a \$250,000 IUSSTF and MNRE (PACEsetter Fund)** sponsored project focused on software and IoT solutions for solar water pump monitoring and service management
- Built an Android application with vernacular language support for solar pump service management, **achieving > 10k downloads**

Software Engineer | Optum, UnitedHealth Group | Bangalore

Jul 2015 - Jun 2017

- Implemented Data-Driven Rules (DDR) for healthcare claims processing, **improving operational efficiency by up to 30%**
- Enhanced application security by implementing role-based authentication and session management, **reducing security-related defects by approximately 40%**

Education

Bachelor of Technology (BTech-Electrical Engineering) – *Indian Institute of Technology(IIT) Roorkee*

2011 -2015

Accomplishments and Awards

- **Recruitment Secretary, Placement Committee, IIM Ahmedabad (PGPX)** – Student in-charge of placements leading a team of 18 student placement coordinators
- **MPOWER Value Awards for Integrity** – Awarded the Q2 Value award by MPOWER Financing
- **Certificate of Appreciation from CEO at Namaste Credit**– Certificate of appreciation for contribution to product success
- **Best Innovation Award at Optum** – Won 1st Prize for proposing and developing a working prototype for UX improvement
- **Engineering Maturity Award at Optum** –Award for achieving a commendable level of Engineering Maturity
- **2nd Position in State in AISSE 2009** – Award for coming at 2nd Position in State by District Education Officer Dhanbad

License & Certifications

- PGP in AI for Leaders - UT Austin | McCombs School of Business
- Certified Scrum Product Owner (CSPO) – Scrum Alliance
- AI for Product Marketing - Product Marketing Alliance(PMA)
- Product Marketing Certified: Core - Product Marketing Alliance(PMA)
- Product-Led Growth Certified: Core - Product Marketing Alliance(PMA)

Co/Extra-curricular

- **Entrepreneurship | Co-founder, Secinnova** – Co-founded a cybersecurity startup focused on Governance, Risk & Compliance (GRC), driving business strategy and development, leading client engagements, and shaping go-to-market initiatives across European markets
- **Creator/Blogger at SolarPost.in** – A solar energy website for the community
- **Secretary at Lights Section, Cultural Council, IIT Roorkee** – Led organization of cultural fests and performances
- **Publicity Manager at Srishti, IIT Roorkee** – Led publicity and marketing for the Annual Techno-Hobbies Exhibition
- **NCC** – Earned Certificate B in NCC (National Cadet Corps)