



# Yash Samant

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## Summary

Product Manager with 4+ years of experience building and scaling B2B SaaS products (**0 → 8K users**), owning vision, roadmap, and delivery to drive **40%+ revenue growth**. Expertise in crafting product strategy, market research, product development and end-to-end lifecycle management. Blends PM expertise with a **founder's** mindset, creating India's first online vintage car marketplace (**scaling 0 → 2.7K+ users, 360K+ views**), demonstrating entrepreneurial flair, problem-solving, and execution skills.

## Professional Experience

### Product Manager | CaRPM | Gurgaon

Aug 2023 – Mar 2025

- Owned product vision, strategy, and roadmap to build and scale India's first multi-brand commercial vehicle diagnostic product from **0 to 2,000+ B2B users, boosting revenue by 10%** within a year.
- Led a 3-member customer support team**, designing feedback systems and SOPs to reduce ticket **resolution time by 50%** and **escalations by 30%**, resulting in an all-time high **Google Play rating of 4.4★**.
- Led consolidation of four fragmented automotive diagnostic systems into a unified solution for *MG Motors*, reducing diagnosis **TAT by 60% (5 mins → 2 mins)** and **cutting cost of ownership by 8x**.
- Acted as SPOC for *TVS*, leading workshops and facilitating integration of *CaRPM's* diagnostic functionality into *TVS's* garage management system across **1,200+ service centres, increasing revenue by 3% (₹6 Cr+ annually)**.

### Automotive Research Analyst | CaRPM | Gurgaon

Aug 2021 – Jul 2022

- Led research and product discovery to define hardware, software, and UX specs, aligning engineering, design, marketing, and sales to drive development and launch of a two-wheeler diagnostic product.
- Launched a clearly positioned two-wheeler MVP and ran a feedback-driven GTM, building diagnostic **coverage across 95% of motorcycle models** in India and **cutting diagnosis time by 50% (60s → 30s)**.
- Drove continuous improvements and feedback-led feature expansion to scale the two-wheeler product from **0 → 6,000+ users**, increasing **revenue by 30% in two years**.
- Owned the end-to-end two-wheeler product lifecycle, translating customer needs into a prioritized backlog and sprint roadmap to strengthen value proposition and extend product longevity.

### Automotive Research - Intern | CaRPM | Gurgaon

Feb 2021 – Jul 2021

- Conducted **market, user, and competitor research** to identify new product opportunities in automotive diagnostics, providing inputs that later shaped two-wheeler and commercial vehicle product roadmaps and contributed to a **43% revenue increase**.

## Extra-Curriculars

- Entrepreneurship | **Founder & Product Lead** | [fixpaana.in](https://fixpaana.in):
  - Built **India's first** vintage car marketplace to solve for a fragmented, low-trust, high risk buyer-seller journey, **scaling to 2,700+ active members** in under 6 months through an online platform and content-led brand building.
  - Conducted user research to identify and prioritize pain points, designing and shipping the *fixpaana.in* MVP through owning features and UI to create a smooth experience with a distinct visual identity and brand feel.
  - Created and distributed engaging content across channels, growing to **360K+ YouTube views** and **1,600+ social followers**.
- Sports | **National-level athlete**:
  - 2x state gold medallist** in Shot Put and state **gold and silver medallist** in Discus Throw; represented Maharashtra at three consecutive national games (2011–13).

## Accomplishments

- Scholarship Recipient: Awarded **25% scholarship** at IIM Ahmedabad for sporting achievements.

## Education

### MBA (PGPX) – Indian Institute of Management, Ahmedabad | India

2025 – 2026

- Students' Alumni Relations Committee of IIMA: Launched an alumni-student mentorship program, matching students to the right mentors through understanding student's career aspirations and goals.
- Product Management Club of IIMA: Edited content for the institute's ProdMag magazine and organized PM resume and mock interview workshops for students.

### BE. (Hons.) Mechanical Engineering – University of South Florida | USA

2015 – 2019

- Project Lead: Led design of the underbody structure on the 2017 FSAE Racecar

## Skills

Product Strategy • Discovery • Development • Roadmap Ownership • A/B Testing • User Research • Stakeholder Management