SHARAD ROHRA

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WORK EXPERIENCE ~ 7 Years

Amadeus *– A leading global travel-tech company behind the booking & search systems used by airlines, hotels, and OTAs*

Product Manager *May'25 -Present*

UX & Product Design

- Designed next-gen **enterprise website** for travel-providers (airlines, hotels) & travel-agencies like MakeMyTrip to integrate Amadeus APIs
  - **Transitioned $2B+ enterprise business line** to self-service, by aligning 10+ products on a unified API exposure roadmap across ~50 sessions
  - Owned end-to-end UX research, turned **10 interviews for 3 personas** into 100+ requirement set for 2027 developer website roadmap

Product Strategy

- Shaping Amadeus' **$180M, 5-yr marketplace strategy** to integrate **3rd-party flight aggregators**, expanding supply for 5K+ travel agencies
  - Led $1M pilot with a flight content aggregator **across 26 countries**, Built & tracked **market-funnel** for 4.9M+ aggregator-enabled searches
  - **Killed the pilot** after data showed weak revenue potential, redirecting budget and roadmap into the $180M multi-aggregator strategy.
- Owned **AI-adoption strategy** for Amadeus's **40-PM org** through through **buildathon** styled applied exercises & knowledge sharing sessions

Impact Analytics *– A $200M SaaS startup building pricing & supply chain tools for global retail brands*

Associate Product Manager ← Data Science Lead *Aug'18 -Mar'24*

Managed 0 to 1 product lifecycle *for 2 Inventory Management SaaS products,* ***deployed across 7*** *Fashion & Lifestyle* ***Fortune 500 brands***

Key Achievements

- **Handpicked by India Head** (1/30) to lead firm's entry into **inventory procurement** solutions, now generating ~$10M (10% of firm revenue)
- First cross-divisional promotee (Data Scientist to APM); Earned **3 fast-track promotions** (4 vs 6 years avg); **Consistent 4/4 rating (top 1%)**
- **2x Spot awardee (<5%)** for innovating inventory management models that shaped new product offerings, scaled across 10 global clients
- **Harvard Business Case Feature**: Led analytics team to create the inventory allocation tool, recognized for its unique offerings in the case

Product Management & Execution

- **Launched** a scalable inventory restocking **SaaS product** generating **$4M ARR**, **leading team of 15+** across design, engineering and sales
  - Applied **agile sprint planning** & prepared **tailored PRDs** to expedite the product launch time 12→6 months under crunch timelines
  - **Charted product roadmap** for Inventory solutions suite and delivered **100+ user stories & 30+ features,** helping **onboard 7 global brands**
- Led team of 8 to launch a shopping floor-layout planning tool MVP, optimizing revenue/sqft for 150 US stores, **generating $800K** in revenue

Cross-Functional Leadership

- **Owned** one of the three **flagship products** ($10M ARR), **advised C-suite leadership** on strategic roadmap, helping **acquire $6M** in contracts
- **Led 6 product owners** to mitigate feature conflicts across platform, **reducing JIRA Backlog by 20%** and aligning releases with **GTM goals**
- Repositioned custom supply-chain solutions into **modular SaaS** to expedite implementations & acquire new clients, generating **$4M ARR**

User & Market Insights

- Led **20+ product demos & client interviews** to define **inventory-manager personas**, uncovering needs such as "inventory projection"
- **Identified market gaps** to pitch pricing tool that suggests optimal price points for newly launched SKUs; Winning a **$2M ARR contract**
  - Outlined **user-journey** & partnered with **Sales leadership** to propose competitor price comparison feature for **global multi-currency rollout**

Data Driven Decisioning

- Identified recurring stockout drivers to **design "root cause detection" feature**, improving **50K SKUs availability** by 10% & client sales by $90M
- **Used inventory movement insights** to build a "rebalancing vs new order" decision feature, helping **onboard 2 clients**, adding $6M ARR
- **Pioneered** a price elasticity quantification **algorithm**, optimized discount offers for 1M+ SKUs, increased **5% revenue for $4B** apparel client

Operational Excellence

- **Drove adoption** of a data-driven **feature prioritization platform**, improving alignment and 10% utilization of 120+ cross functional-teams
- **Redesigned** Data Science hiring & onboarding by creating training resources and **coaching 50+ hires**, reducing readiness from **8 → 5 weeks**
- **Improved UX for 2M+ users** of global apparel brands by enriching product webpages with 100+ styling details on neckline, sleeves & more

EDUCATION

Indian School of Business (ISB), PGP- **Merit Lis**t (top 10%) | **GMAT-750** *Apr'24 – Apr'25*

- **O-Week Lead Coordinator:** Led team of 40 for orientation of **520 incoming PGP students** through **50+ educational, sports, cultural events**
- **MVP in ISL '25** (ISB's Alumni Sports league) | Captain of winning Section Wars team (1/4), leading 140 peers in 13 sports across 2 months

Delhi Technological University (formerly DCE), B. Tech. | Mechanical & Automotive Eng. | *(JEE Top 1%).* *Aug'14 - May'18*

- **Placement Coordinator:** Led **end-to-end placement process** for 50+ companies from sourcing to placement **offers (1100+,10% YoY ↑)**
- **IEEE conference,** ***research paper*** (acceptance< 18%)**,** Published application of consumer preference rating on food supply chain challenges

EXTRA CURRICULARS

- **Sports-Community Building**: Established **citywide cricket community of 100+;** hosted **15+ tournaments** with IPL inspired player auctions
  - Organized 3 workshops & 20 paired buddy sessions for **200+ students** at ISB, increasing **female sports participation** by 20% in 3 sports

Skills: SaaS, Platform, Marketplace | **AI:** Linear, Cursor, Agentic Loops| **Analytics:** Tableau, SQL, Python | **Prototyping:** Figma, Google Stitch