



PRANAV SURESH

PRODUCT MANAGER



CONTACT

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[Linkedin Profile](#)

EDUCATION

2024-2026
IIM AHMEDABAD

- MBA (Pursuing)

2013-2017
PES INSTITUTE OF TECHNOLOGY

- B.E./B.Tech in
Telecommunications

PRODUCT SKILLS

- Customer Engagement
- Market Research (Competition, Trends, Pricing)
- Business Case preparation
- Product Strategy & Positioning
- Roadmap & Backlog Grooming
- Go-to-Market Strategy
- Agile (Scrum/Kanban)
- Stakeholder Partnerships
- Leading other PMs & UI/UX designers
- Milestone & Release Planing
- Mind Mapping, Wireframing & Designing
- Personalization & Relevance models
- API Designing

PROFILE

An award winning product manager (SPM from IIM B) with more than 7 years of overall experience and 6 years of core product management experience. I have owned (0 to 1 and 1 to N) B2B SaaS products in the CPaaS and CCaaS space of customer engagement. I drive product strategy, solution engineering, and own P&L by leveraging consumer insights and market trends for positive outcomes.

WORK EXPERIENCE

Plivo

24/07/24- PRESENT

Product Manager 2

- I own the Verify product at Plivo.

Exotel

2021-2024

Product Manager 2

Platform & Products: Voice, ExoBridge and ExoVerify

- Driving the Voice Platform's reliability and expanding the TAM by building Zero to One products like **Gen AI Voice Services through House of AI**
- 1 to N: Scaled ExoBridge to 100M transactions** a month and established as de-facto Number Masking product in Last Mile Delivery & 3PL segments
- ExoBridge (Lead Assist) won the SPM Excellence Award 2021 in the startup category, conducted by ISPMA & IIM Bangalore.
- 0 to 1: Productised nOTP (no OTP) into a niche product: ExoVerify and achieved Product Market Fit (PMF) with a 50L MRR addition and Gross Margin of 60%.**
- Increased the ARR (Annual Recurring Revenue) of ExoBridge by **50% in 6 months (1.5X) that has an MRR in crores.**
- Launched Exotel's first ever product-specific WebApp for ExoVerify. Enabling Product Led Growth (PLG) that resulted in a **10X growth in user base in less than 2 months.**
- Productised a **Patentable Enhancement** on ExoBridge opening up the Market Place Industry for monetisation.
- Ideated and drove the addition of multiple APIs under Exobridge enhancing the product and its capabilities.
- Ensured that the product offerings adhere to the **regulatory and compliance** guidelines

Deloitte Digital

2018-2021

Product Manager

- Envisioned and developed a migraine tracking app** for a Healthcare giant in the USA, starting from the discovery stage.
- Conducted end-user interviews and wireframed iOS and Android app screens

TOOLS

- JIRA & Confluence
- Draw.io & Miro
- Figma, Invision & Moqups
- Quick Sight/Qlik/Tableau
- Google Analytics
- Beamer & WordPress
- Gen AI (GPT, Llama)
- AWS (EC2, S3)
- Postman
- R Studio

PROGRAMMING LANGUAGES

- C & C#
- Google App Script
- Node JS
- R

CERTIFICATIONS

- [Strategic Management](#) from IIM Bangalore
- [AWS Certified Solutions Architect - Associate](#)
- [AWS Certified Cloud Practitioner](#)
- [Product Management](#)

- Assisted in the creation of a server-less architecture on AWS and **reduced the upfront cost to the client to 0\$** (Earned my **AWS Solutions Architect Certification** with this knowledge)
- **Performed A/B testing** to deploy user-facing features and back end enhancements to ensure overall launches were successful and seamless
- Enabled 'Smart' notifications that increased the **CTR by 45%** by working closely with the **AI/ML** team.
- Co-lead the Design team from the wire-framing stage to the final Visual Designs stage.

Deloitte USI Consulting

2017-2018

Business Analyst

- Played the role of a business analyst in a modernisation project for a healthcare giant. I handled the functional logic of the overall ETL process from the legacy system to the modern one.

PERSONAL CODING PROJECTS

Although I have never held any official role as a developer, I code out of passion and love for technology.

- I created an **MS Excel Add-on (Ribbon Extension) using VBA code**. The Add-on got **adopted by** all the functional team members of a **2000 member service project**.
- Created **scripts using R** to generate graphs of PGA tour golf players to feed a ML model that would **predict the scores and successes** of players in future tournaments (Intern work for an ISB professor)
- Used Google App Script to:-
 - Create PDFs from entries to a sign-up form (Google Form) for a clinic and send those PDFs via Email and WhatsApp to the relevant doctors using **WhatsApp cloud APIs** (all in real-time with 0 operational cost to the clinic owners)
 - Create a **Digital Prescription software** where doctors can generate branded prescriptions and get the prescriptions directly on their WhatsApp to share with their patients.
 - Created a **journaling / note-taking tool** for counsellors to log their observations and notes about a client. The tool essentially handled new and old client entries seamlessly.
- Developed a **Telegram Bot** that would share a randomised motivational "Quote" at the end of a work day in our unofficial Telegram Group.

ROLES & RESPONSIBILITIES

- Managed **product lifecycle** from inception to widespread adoption
- Aligned Annual Operating Plan and adjusted **product roadmaps** based on outcomes, trends, and sales pipeline
- Developed **product strategy, vision**, and pricing through market analysis
- Created and reviewed PRDs, designs, and API contracts
- Led backlog grooming, sprint planning, and tracked milestones
- Planned and executed **GTM strategies** with stakeholders
- Conducted business/sales reviews focusing on pipeline and conversions
- Drove acquisition and expansion through **product-led growth**
- Developed **pricing plans** and SKU invoicing systems
- Mentored junior product and design teams, setting OKRs, overseeing performance and appraisals
- Designed the **NPS survey** for the customer feedback loop