

PRIYANKA GOYAL

Product Manager | Platform & Growth

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PROFESSIONAL SUMMARY

Product-minded Program Manager with 5+ years of experience owning internal products and platforms from problem discovery through launch, adoption and iteration. Built a 0 to 1 Salesforce CRM platform for 400+ users, redesigned lead journeys to reduce first Sales response time from 2 days to under 1 hour, and delivered measurable improvements across adoption, conversion and platform costs. Complementing hands-on product ownership with formal Product and AI Product Management training and independently built AI product projects.

CORE SKILLS

Product Discovery & Requirements Gathering • Product Roadmapping & Prioritization • User Research & Journey Mapping • MVP Definition & Phased Rollouts • Process Improvement & Automation • Product Analytics & Data-Driven Decision Making • User Adoption & Enablement • Platform & API Integrations • Cross-functional Stakeholder Management • Agile / Scrum • PRDs & User Stories • UAT & Product Testing • Prototyping & Wireframing • AI Product Management

WORK EXPERIENCE

Program Manager, Revenue Strategy & Analytics (Product Owner – Internal CRM Platform)

Times Internet Limited, Delhi

Feb 2022 – Present

- **Owned the 0 to 1 development of an internal Salesforce CRM for 400+ users**, conducting stakeholder interviews, mapping sales workflows and translating business needs into product requirements that replaced fragmented Excel-based deal tracking.
- **Improved CRM usability and data quality** by reducing unnecessary mandatory fields and allowing flexible stage progression, then using post-launch fill-rate data to enforce critical fields and remove low-value ones, achieving **90% active adoption** and **95% Salesforce-based order processing**.
- **Iterated CRM workflows based on user feedback**, automating field updates, strengthening data-access controls and introducing account-linked contact views to simplify POC selection and reduce manual effort during opportunity creation.
- **Redesigned the lead lifecycle** to eliminate warm-lead handoff delays, reducing first Sales response from 2 days to under 1 hour and improving **SQL-to-MQL conversion by 25%**.
- **Reduced WhatsApp journey friction by analysing conversation-level drop-offs and conversion patterns**, cutting repetitive qualification questions from **10 to 4–5** and improving conversation completion while supporting an overall **5–6% Purchase Order conversion**.
- **Prioritized a critical order-management defect over enhancement requests** when Engineering capacity was limited, resolving duplicate invoice generation before introducing dynamic product selection, additional fields and action controls.
- **Evaluated AppsFlyer and Singular across attribution, fraud prevention, cost and support**, contributing to the migration decision and owning the **3-month rollout** across multiple business units at approximately **50% lower platform cost**.
- **Translated leadership questions into 15+ Salesforce and Looker dashboards** tailored to individual teams, replacing fragmented Excel reporting with real-time funnel and revenue visibility and reducing manual reporting effort by **40%**.
- **Evaluated 20+ SaaS platforms using utilization, business requirements and commercial value**, challenging low-value renewals and shaping replacement, consolidation and negotiation decisions that delivered approximately **₹5 Cr in annual savings**.

Management Trainee – Relationship Manager

HDFC Bank, Delhi

Aug 2020 – Oct 2021

- **Managed a ₹400 Cr client portfolio**, analysing customer needs and financial behaviour to tailor solutions that contributed to **40% portfolio growth**.
- **Analysed client usage and financial data to identify cross-sell opportunities**, onboarding **30+ high-value clients** and increasing product adoption by **30%** through targeted recommendations.
- **Streamlined customer onboarding by validating documentation and resolving operational dependencies**, reducing account-processing turnaround time by **20%**.

Product Project

OUTLOUD — AI SPEAKING COACH

AI Product Management Project | 2026

- **Identified and validated a speaking-confidence problem** through research with **45 respondents and 2 interviews**, translating insights into a target persona, problem statement, product hypothesis and **PRD** for an AI speaking coach.

- **Defined the MVP and 15-session product journey**, prioritizing voice conversations, scenario-based practice, AI feedback and progress tracking, then independently **prototyped and launched the working product** using GPT-4o mini, Web Speech API and PostHog.
- **Measured MVP activation and engagement** across **15 pilot users**, with 60% starting a first session and 40% completing one, using behavioural data to identify mobile voice reliability as the next product priority.

AI SUPPORT ASSISTANT

AI Product Management Project | 2026

- **Evaluated support workflows to identify high-value AI opportunities**, assessing five use cases across user value, complexity, risk and autonomy to determine where **AI agents, AI skills and deterministic automation** were most appropriate.
- **Designed PRDs and AI workflows for 2 agents and 2 skills**, defining user journeys, prompts, escalation paths, guardrails and **fallback handling** for unknown or sensitive requests.
- **Built an evaluation framework with 13 trap-based test cases** covering hallucination, prompt injection, policy adherence and escalation, identifying gaps in the initial evaluation approach and refining the testing methodology.

EDUCATION

MBA, Marketing & Finance — Institute of Management Technology, Nagpur (2020)

BBA — SGTBIMIT, GGSIPU, Delhi (2016)

CERTIFICATIONS & AWARDS

AI Product Management - Airtribe(2026) • Economic Times AI Masterclass (2025)

TOOLS & PLATFORMS

Salesforce (CRM Product Ownership & Admin) • HubSpot • Looker Studio • Google Analytics • PostHog • Figma • Excel • SQL • Google ads • Make.com • Replit • OpenAI • Lovable • Claude