

Om Dubey

Product & Founder's Office

+91 7000287388 omdubeyy@gmail.com
in/om-dubey/ www.omdubey.com

Profile

I've undertaken high-impact work, starting as an intern, and then transitioning to high-impact product & growth positions. Working closely with the founders and the founding team to spearhead multiple business-critical projects allowed me to develop a versatile skill set and the ability to easily adapt to new roles and challenges.

Areas of Expertise

Product Management - Operations - Scaling - Growth - Automation - GTM - PMF - Strategy

Professional Experience

Founder's Office *Uolo*

Gurugram, HR 11/2022 - present

I'm currently working to roll-out new products to increase the ARPU per school. In parallel I'm also working on improving the PMF for current products and improve user adoption and retention.

- Successfully launched 3 new products from ideation to commercialisation, resulting in PMF for new business verticals.
- Collaborating with sales & ops function to improve product adoption for existing product features through teacher feedback, on-ground insights & data analysis and iterate on product features.
- Collaborated with sales and marketing teams to develop and deliver compelling product messaging and positioning.
- Led 15+ pilot projects to validate business and product ideas for both b2b2c and b2b verticals.
- Defined and tracked key unit economics, including customer acquisition, retention and LTV, to measure success.
- Improved product adoption for existing product features through approach including user education, and product improvements such as on-app guided walkthroughs.

Product Manager, *Tekie (acquired by Uolo)*

Bangalore, KA 10/2021 - 11/2022

Developing and co-owning the product suite at Tekie with a team of 10 developers and 3 designers and managing cross-functional team and stakeholder communication. Building functionalities for B2C and B2B verticals, and leading high-impact projects

- Led the development of a new Event Management System for better lead generation resulting in over 5k+ registration in 2 months.
- Scoped out features, documented PRDs, created lo-fi wireframes and built out product roadmaps.
- Developed automated demo assignment feature to enable smooth day-to-day conduction of B2C trial classes & automated report generation for prospective customers, resulting in a 30% increase in monthly revenue.
- Spearheaded a high-impact project with 15+ artists to create coding & computer science books (grades 1 to 8) and effectively replaced traditional publishers (Pearson, etc).
- Designed and executed multiple A/B experiments to improve user experience.
- Collaborated with the business function to improve the sales funnel by revamping the CRM & setting up automation such as WATI, IVR calls, anti-spam measures, etc.

Operations Intern *Tekie (acquired by Uolo)*

Bangalore, KA 03/2020 - 10/2020

In the company's pre-funding stage, I worked hard to ensure smooth day-to-day operations, despite limited resources. Through my dedication and willingness to get my hands dirty, I proved my value to the team and eventually transitioned to high-impact roles.

- Managed a team of 6 Customer Support Executives and ensured an extraordinary customer experience resulting in a 92% retention rate & 84% renewal rate.
- Recruited, hired and trained new inside sales & support representatives.
- Initiated & launched a customer support structure including tool integration, bot flow creation & ticketing system.
- Managing 20k+ live online classes while achieving all targets in the initial PMF phase.

- Designed and executed A/B experiments to improve user onboarding and retention.
- Created detailed SOPs & Defined KRAs for support & sales function.

Education

Bachelor's in Financial Markets: 9.0 GPA *Mithibai College* **Mumbai, MH** 2020-2022

Relevant Courses: Financial forecasting, accounting, economics, financial markets, commodities, derivatives

Skills

- **Product Management** Conceptualising, Wire-framing, Documenting, Scrum, Roll Out, PMF, Gamification
- **Marketing:** Integrated marketing, WhatsApp Marketing, Automations, Facebook Ads, Google Ads
- **Operations:** Process optimisation, workflow automation, CRM management and integration
- **PMF and GTM:** GTM strategy, roll out plan, A/B testing, positioning and marketing.
- **Tools:** Notion, Jira, Google Suite, Figma, Photoshop, Freshwork/Zendesk, CRMs, Mixpanel, Miro, etc.

Languages

- **Hindi** [Native]
- **English**

References

- **Anand Verma** [Co-Founder, Tekie] [+91-9650017335]
- **Rohit Somani** [CFO, Tekie] [+91-9717409336]