

# Vihang Sharma

Product Manager | Scaled Digital Platforms | Customer & Partner Journeys

Bengaluru, India | +91-8826661597 | [work@productwithvihang.com](mailto:work@productwithvihang.com) | [productwithvihang.com](http://productwithvihang.com) | [linkedin.com/in/vihang-sharma](https://linkedin.com/in/vihang-sharma)

## CAREER SUMMARY

Product Manager with 6+ years of experience building & scaling B2C and B2B digital products across marketplaces & regulated platforms. Led end-to-end customer & partner journeys delivering 45% lead growth, 31% conversion uplift, & ₹40 Cr in monthly impact through API-led platforms. Data-driven leader with proven results in experimentation, scalable systems, & cross-functional execution in fast-paced environments.

## WORK EXPERIENCE

Total: 6 years 2 months

**FinBox**, Bengaluru, India

Apr 2026 - Present

### Product Lead (AI Journey Platform)

- Architected & deployed compliant lending workflows for partners, expanding monthly disbursal volumes by 3x to ₹120 Cr
- Developed modular journey components and repeatable onboarding logic, enabling 2–3x faster lender rollouts
- Optimized top-of-funnel flows to increase sanction hit rates from ~50% to ~65%, driving significant revenue growth
- Reduced funnel drop-offs by ~10% through stage-level optimization of mandate, VKYC, and onboarding journeys
- Lowered integration TAT from 6 weeks to 3 days by driving no-code platform adoption and standardizing delivery quality
- Accelerated partner activation speeds by 2–3x via modular components supporting parallel onboarding processes

**Paisabazaar**, Gurugram, India

Jun 2024 - Apr 2026

### Product Lead (Platform & Marketplace)

- Owned product strategy and roadmap for high-scale web and mobile journeys, driving 45% lead growth and 31% improvement in funnel conversion
- Enabled 10+ partner integrations via APIs, adding ₹40 Cr in monthly disbursements through scalable, unassisted journeys
- Led a 22-member cross-functional team across product, design, & engineering to deliver business-critical initiatives
- Improved journey outcomes through UX redesign and experimentation, increasing offer selection from 59% to 73% and driving 15–20% uplift via A/B testing

**Godrej Capital**, Mumbai, India

Jun 2023 - Jun 2024

### Product Manager (Digital Customer Experience)

- Owned digital customer experience across web platforms with responsibility for journey quality, analytics reliability, and performance metrics
- Reduced customer acquisition cost by ~48% through improved attribution, segmentation, and data-led optimization
- Improved customer experience reliability by reducing mobile load time from 3.5s to 2.35s and desktop load time from 2.7s to 1.9s

**Paisabazaar**, Gurugram, India

Apr 2019 - May 2021

### Product Manager (Analytics)

- Improved customer conversion by 60% by designing and scaling real-time ML-based decision systems
- Generated ₹14 Bn+ incremental revenue by scaling pre-approved programs and launching new verticals
- Reduced operations costs by 25% & marketing costs by 15% through segmentation & workflow optimization
- Managed and mentored a 10-member analytics team, strengthening data-driven execution

**Wipro Limited**, Bengaluru, India

Jul 2018 - Apr 2019

### Software Developer

- Designed backend solutions improving application performance by 40%, enhancing reliability & user experience
- Awarded Trailblazer Award for two consecutive quarters for innovation and delivery excellence

## EXPERIENCE HIGHLIGHTS

- Product Strategy & Ownership:** Roadmap definition, KPI ownership, and data-driven prioritization across B2C & B2B products
- Customer & Partner Journeys:** End-to-end journey design, funnel optimization, UX improvements, & trust-led outcomes
- Execution & Experimentation:** Hands-on delivery (PRDs, UAT, launches), A/B testing, & rapid iteration in agile environments
- Platform, Scale & Leadership:** API integrations, scalable systems, operational efficiency, & cross-functional team leadership

## EDUCATION

**MDI Gurgaon**, Gurugram

Jul 2021 - Mar 2023

### PGDM, Information Management & Marketing

**USICT**, Guru Gobind Singh Indraprastha University, Delhi

Aug 2014 - May 2018

### B.Tech, Computer Science & Engineering

## ACHIEVEMENTS

- National Finalist, Reckitt Global Challenge 2022
- Campus Runner-up, ITC Interrobang 2022