



With six years of experience in Product Management across varied domains, I bring a blend of strategic product thinking, 0→1 execution, and a strong learning mindset.

I thrive in cross-functional teams and have a proven track record of leading initiatives and delivering solutions that drove business growth and boosted user retention.

EDUCATION

IIM Kozhikode
MBA | 2024 -2026

NIT Bhopal
Bachelor of Planning | 2014 -2018

REFORGE
Mastering Product Management | 2022
Data for Product Managers | 2022

SKILLS

Product Strategy (0→1)
Product Roadmap
Agile Scrum Frameworks
Cross-Functional Collaboration
Strategic Communication
Analytical Thinking
Detail-Oriented Creativity

Antara Bhattacharya

PRODUCT MANAGER

antara17d@iimk.edu.in [LinkedIn](#) antarabhattacharya.com

EXPERIENCE

Product Manager (Senior Level) - Logward • Dec '23 - Present

Growth, Analytics, Logistics Data Product | B2B SaaS Supply Chain Tech

PLG & Onboarding Acceleration: Launched Self Sign-Up and Reference Design tooling, increasing user activation by 50% and reducing onboarding time by 60%, driving PLG-led growth.

Platform Capabilities & Configurability: Built and scaled configurable components like Preset Filters, AutoIncrement fields, and Currency data types, reducing user effort by 40%+ and supporting 100+ global supply chain workflows.

Data Governance & Security: Strengthened platform security and governance by implementing CLP/DLP permissions, audit logs and safe delete mechanisms, eliminating unauthorized access and reducing system errors by 85%.

Analytics & Strategic Insight: Kicked off the Logward North Star analytics, aligning product usage metrics with business KPIs and enabling data-driven roadmap decisions.

Transport Management & External Collaboration: Delivered Transport Planning and External Tracking modules to enhance shipment visibility, reduce coordination overhead by 70%, and enable CO2 tracking across 100+ lanes.

Product Manager - Groundtruth • Jan '21 - Jul '23

Ads & Monetisation | Weather UX | B2C & B2B AdTech

Privacy-Safe Advertising Infrastructure: Led platform design for a privacy-safe Ads SDK, reducing personal data sharing by 70% and boosting campaign performance by 25%; adopted across 40+ publisher apps.

Header Bidding & Revenue Optimization: Delivered \$1M+ in incremental revenue by integrating BidMachine Header Bidding across WeatherBug's iOS and Android apps.

Prebid Modernization & Load Speed Improvement: Implemented PubMatic OpenWrap, increasing ad revenue by 10–30% and reducing page load times by up to 40%.

Rx Vertical Growth via Brand Partnership: Drove 270K+ new users and \$450K in revenue through the Asthma Forecast partnership with AstraZeneca, reviving the healthcare advertising vertical.

User Feedback & Ratings Boost: Deployed mobile survey & review SDKs (Apptentive/Alchemer), resulting in 1.2M+ 5-star iOS ratings within 3 months.

Sr. Executive(Product) - ShopX • Feb '19 - Jan '21

Fintech & Payments Growth | B2B2C Retail E-Commerce

Digital Credit Enablement: Launched Credit onboarding through an intuitive “My Credit” UX, enabling 7,500+ merchants and driving ~22,500 monthly credit orders (~30% of platform volume).

Credit History UX: Designed and shipped the Payment Settings interface, resulting in a 62% increase in transaction volume and 94% growth in repeat users within 3 months.

ShopX UPI Payments Growth: Launched and scaled UPI payments for retailers and delivery partners, leading a 496% growth in repeat users/month (8K → 47.6K) across Tier 1–3 cities in 9 months.

ShopX Store-Retail Platform Digitisation: Transformed the inventory upload experience for 1.7L+ unorganised retail stores using ML-driven auto-categorisation and error correction, reducing upload time by ~60% and error rate from 12% to <5%.

Intern - Spoil (acq. Flipkart) • Oct '18 - Feb '19

Product Marketing | B2C Fashion E-commerce

Promotional Campaigns: Led marketing campaign for collection launches and content optimisation, driving user engagement and sales growth.