Manan Wason

+91 988 420 4645 | *mananwason2601@gmail.com* | *Bengaluru, KA* | *LinkedIn* | *Notion*

Summary

Data-driven Product Manager with 5+ years of experience across product management and software development, building and scaling customer data, personalization, analytics, and digital products. Experienced in translating complex business problems and customer insights into scalable product capabilities, with a strong track record across 0→1 launches, experimentation, data platforms, and cross-functional stakeholder management. Proven impact across customer engagement, conversion, category performance, and enterprise workflows across NA, EU, and ANZ markets.

Experience | 5 Years

Product Manager | *Indofast Energy* *July 2026 – Present*

- Spearheaded 0→1 development of automated **asset recovery platform**, leveraging predictive clustering models and interactive visualization dashboards to drive **15% increase in asset recovery**

Associate Product Manager | *Vista (Cimpress)* *June 2024 – June 2026*

- **Customer Data & Personalization**
  - Scaled enterprise **Customer Data Platform (CDP)** supporting multi-tenancy and cross-brand adoption across global Cimpress businesses, enabling teams to leverage customer attributes for personalized digital experiences
  - Established **100% visibility into customer attribute usage** by building and deploying enterprise dashboards, enabling data-driven personalization decisions across digital experiences
  - Owned the end-to-end roadmap for **personalization capabilities**, translating customer and behavioral data into scalable experiences that drove a **37% YoY increase in personalized content impressions**
  - Monetized customer industry data by identifying personalization opportunities and launching personalized product templates, generating **$3.6M in annualized gross profit**
  - Launched interactive **homepage action panel** improving returning-customer conversion by **26%** through more relevant digital experiences
- **Category & Product Page Experience**
  - Launched "**Shop by Use Case**" experience for the **Signage** category, driving **$1.4M in annualized revenue growth** across NA, EU, and ANZ
  - Shaped category-page and navigation strategy through customer behavior insights and multi-locale A/B experimentation, improving **conversion by ∼5%** and **design completion by ∼7%**

Full Stack Developer | *Verizon* *July 2019 – July 2022*

- Led end-to-end product development of an **integrated application** deployed across **200+** sites, enabling **5G** Ultra Wideband in **50+** cities for demand planning, floor plans, and reporting, enhancing infrastructure deployment and operational efficiency
  - Defined product road-map, prioritized features, and spearheaded **0→1 build** and **1→N scale** of in-house **floor-plan management platform**, delivering **$20M** in third-party license cost reduction
  - Improved **demand planning** application by launching new UI workflows for **22K** users, achieving **30%** system performance improvement and faster load times
  - Delivered **real-time dashboard** for power and cooling **asset monitoring**, enabling data-driven equipment utilization and improved infrastructure planning decisions

Internships

Product Manager Intern | Dr. Reddy's Laboratories *September 2023 –October 2023*

- Led **supply assurance** product improvements by identifying data integration gaps and introducing a **supply confirmation** indicator reducing **15+** hrs/week of **manual** Excel-based **confirmation efforts**

Software Developer Intern | Verizon *February 2019 – May 2019*

- Led 3-member team to deliver **web-based space allocation** tool by evaluating JS libraries for product implementation

Education

SP Jain Institute of Management and Research | MBA, Information Management | Finance *June 2022 - May 2024*
SRM Institute Of Science & Technology | B.Tech, Computer Science and Engineering *June 2015 - May 2019*

Skills

Product Management	Product Life-cycle Management, Product Road-mapping, Stakeholder Management, Rapid Prototyping, A/B Experimentation, Technical Documentation, Market Research
Software Development	UI/UX Development, Microservices, API, GraphQL, SQL, AWS, CI/CD
Analytics	UserTesting, Mixpanel, Amplitude, Looker, Quantum Metric, Statsig, Snowflake
AI Tools	Claude, n8n, Lovable, Gemini
Other	Confluence, Jira, Figma, Miro, Notion