

# DHINAKARAN BP

## PRODUCT | CUSTOMER EXPERIENCE

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- With 15 years of experience in product management, and experience, I am a successful leader adept at overseeing product strategy and development. I have spearheaded product development and experience initiatives, with global and domestic clients ranging from fintech, retail, healthcare, insurance, and identity solutions.
- My extensive experience in building products from 0 to 1, scaling solutions, and growing efficient teams has enabled me to craft strategies that have significantly impacted business performance.

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## WORK EXPERIENCE

### Product Consultant

Valuefy | Oct 2024 to Present

### Senior Manager - Product & Delivery

TEKFLIGHT USA | Oct 2022 to July 2024

- Managing 6 products across domains ranging from Identity Monitoring, Service Bot, Fitness ERP and Mobile Insurance
- Leading end-to-end product development, delivery and driving continuing improvement to meet customer needs
- Enabling teams (Design, UI/UX, Engineering) to achieve synergy & efficiency to get better results
- Improved collections by 8% QOQ, escalations reduction by average 14% MoM
- Leading a team of 30 full-time and 6 contractors
- Catering to products with a client base of over 700K users and revenue of +9M

### Product Consultant

NovasArc | Oct 2022 to Present

### Lead - Product & Delivery

TEKFRIDAY | Oct 2021 to Oct 2022

- Managed portfolio products, working with product managers, designers and engineers to ensure product development is efficient and agile
- Working on improving the delivery process and UAT success
- Improved collections by 4% QOQ, and escalations reduction by average 8% MoM
- Client relationship management including requirement gathering, sprint planning and establishing the release calendar with clients
- Led a team of 25 full-time employees and 6 contractors
- Catering to products with a client base of over 500K users and revenue of +7M

## **Senior Product Manager**

RENTOMOJO | Dec 2016 to July 2020

- Owner of the in-house delivery app and logistics optimisation solutions. Resulting in a cost reduction of 3 crores per year. Built the fully automated fulfilment solution with assignment, route planning and delivery tracking. Delivery/Route optimization increased slot adherence to 84% and increased orders serviced per vehicle by 25%.
- Lead the charge to improve customer experience through self-service and automation of internal processes. It improved NPS from 30 pts to 51 pts. Reducing manpower dependency by 50%. Designed and built auto resolution for 75% of all queries via automation.
- Built chatbots, personalised IVR, KYC, slot management and automated refund solutions for businesses. Reduced cost of servicing by 3.2 Crores per annum. Developed auto refund solution for 93% of customers on pickup with QC.
- Previously owned the storefront of rentomojo.com and new initiatives. Drove initiatives for KYC, referral, checkout and NBFC tie-ups for customer credit and RMI proposition with marketplaces.
- Built the advance rental system for capital raising from end-users, resulting in \$2 M in funds collected by the business.

## **Project Manager**

COVERFOX | Jun 2015 to Jun 2016

- Managed the product developments for CRM and operations team, and worked with in-house developers to build efficient solutions for issue management and communication.
- Launched renewal system which enables timely and efficient communication of renewal information and while ensuring customers have a seamless renewal experience. This resulted in a 28% renewal rate via the system within 30 days.

## **Senior Business Analyst**

ZANSAAR & CAPRICOAST | Jun 2012 to Jun 2015

- Business analysis & investor reporting to improve & achieve organisational goals. Understanding the profitability and growth opportunities of all business decisions. Helped scale the business from 6 lakhs to 2 Crore per month in 3 years.
- Assisting Marketing in delivering optimal channel performance and ensuring better ROI. Driving user and customer experience. Achieved NPS of 52% and increased customer retention to 16%.
- Owned the planning & execution of email and social media marketing strategies. Grew the contribution from email & social media from 4% to 21%.
- Product development - Managed product development from ideation to delivery and reporting. Managed website personalisation and search improvement.
- Initiated and managed new channel tie-ups with Amazon, Junglee, Flipkart, Snapdeal etc for generating top line revenue growth. Helped scale the business to 60 lakhs per month in 1.5 years.

**Senior Analyst - Forecasting & Stock Control**

TESCO | Aug 2010 to Jun 2012

- Responsible for forecasting and stock management for all dotcom and stores in the UK for DIY and sports. Managed reporting to stakeholders and negotiating stock requirements.
- Lead planning and inventory management with IS hubs Asia to ensure optimized replenishment.
- Managed over 12000 lines for AW2011, ensuring 96% availability for 3 months and 99.2% launch achievement.

**Territory Sales Manager**

VIRGIN MOBILE INDIA | May 2009 to Jun 2010

- Was responsible for Sales and Distribution of Virgin mobile business in Salem, Krishnagiri, and Hosur districts. Managed distribution and ensured primary and secondary targets are met. Ensuring distributor ROI and capital rotation is met.
- Planning pricing & and discounting for retailers and customers. Managed a business of 1.5 Crore per annum. With an active quality rate of 78% per quarter.

**Education - MBA**, St Joseph's Institute of Business Administration, Bangalore from 2007 - 2009

**Skills - #retail #ecommerce #fintech #insurance #analytics #productroadmap #productmanagement #customerexperience #operations #processexcellence #Logisticsoptimisation #UI/UX #agile #CRM #ERP #automation #optimization**