

URMI MISHRA

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SUMMARY

Product Manager with 4+ experience across consumer AI, subscription monetization, and growth. Currently at Sportstech owning 0→1 LLM features (AI Coach, workout personalization), the credit-based freemium model, churn-save flow, and the experimentation stack. Previously took a B2B marketplace from MVP to market and advise a hospitality SaaS on booking conversion. Engineering background, MBA, comfortable across prompt engineering, pricing, and user research.

EXPERIENCE

Product Manager - [Sportstech](#), Bangalore, India

Sept 2025 – Present

B2C fitness platform combining connected hardware, a training app, AI features, and subscription monetisation.

- **AI Coach** : Led 0→1 launch of this conversational AI assistant for sportstech, fitness, health and general queries - driving a 3x lift in daily active sessions per user and positioning the product as a daily-use companion beyond workouts.
- **Sportstech Move**: AI personalisation engine that analyses past workout history to auto-generate tailored plans - improving 30-day user retention by **32%** and workout completion rate by **28%** within 6 weeks of launch.
- **Quick Start revamp**: Re-architected the workout entry flow via 3 distinct modes - Quick, Target and Goal - lifting feature adoption by **45%** and reducing workout entry drop-offs by **22%**.
- **Credit-based monetisation**: Shipped a credit model letting free users sample premium features before paying, instead of a hard paywall; worked with design and growth on upgrade prompts and raised free-to-paid conversion from **~4% to ~7%**.
- **Churn save flow**: Redesigned subscription cancellation with reason capture and a tiered save offer built from churn-survey themes, recovering roughly a quarter of at-risk cancellations and feeding reasons back into the roadmap.
- **Seasonal GTM**: Ran Black Friday and New Year in-app campaigns across paywall, push, and home placements, coordinating creative and timing with design, marketing, and engineering delivered the highest-grossing revenue cycle in product history, growing subscription revenue **2.4x**.
- **Analytics & experimentation**: Set up the event tracking, funnels, and A/B testing workflow used across releases (GA4, Mixpanel, MS Clarity) so the team could measure adoption and iterate post-launch.

Associate Product Manager - [Bo3 Lab](#), USA/Bangalore, India

Mar 2024 – Aug 2025

Industry 4.0 B2B marketplace connecting suppliers and buyers.

- **MVP to market**: Led the launch of MVP (An Industry 4.0 Aggregator Platform) by leveraging A/B testing to identify and implement high-performing features. This resulted in a significant increase in user retention by **10%**, user onboarding by **27%** and user engagement by **70%** in 2024.
- **Supplier onboarding & CRM**: Shipped supplier-side onboarding and an internal CRM dashboard for listing and tracking products, reducing the manual steps suppliers needed to go live.
- **Discovery & prioritisation**: Ran user interviews, competitive analysis, and market research to shape the roadmap and sequence what to build as the two-sided marketplace searched for fit.
- **Analytics setup**: Stood up behaviour and funnel tracking (Google Tag Manager, GA4, heatmaps) so the team could see where buyers and suppliers dropped off and iterate.

Product Consultant - [DigiStay](#), Remote

Oct 2023 – Aug 2025

Advisory engagement with a hospitality SaaS - hotel management and digital check-in.

- **Digital check-in**: Collaborated with the product team to enhance the platform, resulting in a **15%** improvement in user engagement metrics for the digital check-in experience.
- **User research**: Participated in research sessions with **25+** hotel staff and **40+** guests, generating 8 actionable insights that shaped feature prioritization.
- Helped develop strategies that increased direct bookings through the platform by **12%** for pilot hotel partners, reducing OTA commission costs.

Associate Engineer - [Nagarro](#), Gurugram, India

Jun 2022 – Oct 2023

Enterprise software consultancy - dashboards, desktop apps, and AI tooling for global clients.

- **Product engineering**: Built client-facing dashboards and desktop apps in Angular, React/Next.js, and Electron, including an operations dashboard for **Lufthansa** used for real-time decisions.
- **Adam AI chatbot** : Designed backend architecture for the project in NodeJs and Python, ensuring streamlined data management and processing. Benchmark chatbot response time of **1.2 seconds**.

SKILLS

Product- Roadmapping · PRD · User Research · Experimentation · Growth · GTM · Funnel Optimisation
AI & Analytics - LLM Products · AI Evaluation · Prompting · GA4 · Mixpanel · SQL · Google Tag Manager · MS Clarity
Tools - JIRA · Wrike · Figma · FigJam · Miro · Postman · Google Workspace · Microsoft Workspace
Technical - JavaScript · React/Next.js · Node.js · Python · Angular

EDUCATION

MBA, Marketing - NMIMS, Mumbai

2022 – 2024

B.Tech, Computer Science - UIET, MDU, Rohtak

2018 – 2022