Asim Mishra

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📍 Bengaluru, Karnataka   in LinkedIn

⚑ Product Portfolio

Adaptable, curious and an outcome-driven professional offering many years of expertise in developing and launching innovative and impactful solutions for unique customer and business problems. Excited about new product development opportunities, having created and launched multiple B2B SaaS platforms and products in areas like retail, manufacturing, open innovation and analytics.

💼 PROFESSIONAL EXPERIENCE

Senior Business Analyst, *iDEAS, Wipro Ltd.*   Jun 2021 — present
- Led the development for a new **B2B SaaS platform** (on Salesforce) for third-party license markets — **onboarded 80 new markets** in a quarter.
- Launched LiMa (License Market) dashboard and created operational and financial metrics reporting on Salesforce Einstein (Tableau based) leading to a **savings of 174K USD per year**.
- Owned the entire product development lifecycle (pilot launch) of a global transformation project for an operating model change which led to an annual **5M USD incremental margin** and **0.7M USD cost savings** for the pilot market.
- Collaborated with a global cross-functional team in managing the product roadmap and feature launch through necessary artifacts.

Product Manager, *CTO Open Innovation, Wipro Ltd.*   May 2018 — May 2021
- **Conceptualized** and **owned the complete product lifecycle** of a **SaaS product** which would allow early-stage startups to create profiles and showcase their work and Wipro stakeholders to find relevant startups for joint GTM partnerships and acquisition.
- **Optimized** the startup **onboarding time** significantly (from 1 hour to 5 minutes) by rearchitecting an internal AI-based KYC tool and automating the onboarding process — **onboarded 20 startups** by launch and increased to **60+ within two quarters.**
- **Improved** the startup **discovery**, shortlisting and legal agreement signing process from **2 weeks to 1 day**, resulting into **order booking of 1Mn+ USD** (TCV) each for two of our portfolio startups (**~100% increase**).
- Improved the **adoption** of the product (**~33%**) in a year by creating product collaterals such as walkthrough videos, user guides and awareness flyers and evangelizing the product in startup events.

Solutioning and Presales Consultant, *DOP Analytics, Wipro Ltd.*   Jun 2016 — Apr 2018
- Developed **go-to-market strategy** and proposals for analytics solutions and services, which also included project planning, resource planning and commercial models and **generated leads of approx. $500K** (ACV) in a year.
- **Led 20+ proof-of-concepts** and customer projects, both team-based and solo — developed predictive and descriptive analytics solutions for customer problems using **R Studio, Tableau and Power BI**.
- **Built** a tool called **Data Science-in-a-toolbox** with several pre-built models for data pre-processing, transformation and predictive models which resulted in a **~75% reduction in execution time** for PoCs (from 1 month to 5 days).

Software Engineer, *Sapient Consulting*   Nov 2011 — May 2014
- Developed the inventory, order management, payment and product display modules of an **e-commerce application** for a UK based retailer.
- **Setup page metrics** and provided critical inputs to business for product positioning and promotions on the site.
- Performed requirement analysis, created user stories, wireframes and functional specification documents, participated in UI and compatibility testing, regression and user acceptance testing.

🏅 AWARDS

Made-a-difference Award, *CTO Open Innovation, Wipro Ltd.*   2019
Awarded for successfully launching the open innovation platform for startups and internal stakeholders

**Client Focused Delivery and Innovation,** *Sapient Consulting*   2014
Awarded by project management for enabling the automation of business report generation.

🎓 EDUCATION

Product Management, *Career Accelerator Program, Upraised* ⬈   2022
Projects Undertaken -
- PRD - Improving usability of the Goodreads app ⬈
- PRD - Designing a dedicated mental health space for Practo app ⬈

Master of Business Administration,   2016
Xavier Institute of Management, Bhubaneswar

B.Tech, Computer Science and Engineering,   2011
National Institute of Technology, Silchar

🧠 SKILLS

Product	**Business**	**Technical**
Product Strategy	Partnership Building	R-Studio/Tableau/PowerBI
Product development	Negotiation	SQL/Teradata
Analytics	Budgeting	HTML/CSS/JS
Market research	Customer Service	Java/J2EE
Agile	Cross-functional leadership	Retool (LC-NC Platform)

📄 CERTIFICATES

- Six Sigma - Green Belt
- AWS - Cloud Practitioner
- Business Simulation by Karma Strategies

🎸 INTERESTS

Sports (TT, Basketball) | Console Gaming | Reading Fiction | Quizzing