

# HRITVIK GAUR

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## PROFESSIONAL SUMMARY

Product Manager with 8+ years of experience building and scaling customer-centric products across EdTech, PropTech, and Biotech. Proven track record in product strategy, cross-functional leadership, and measurable impact, including 28x lead growth and faster release cycles. Data-driven and execution-focused, with expertise in AI-enabled products and an MS in Information Management in progress at UW.

## EXPERIENCE

### Head of Product | SKG Real Estate Developers LLP

Jul 2023 – Sep 2025

- Owned product strategy and roadmap for a tech-enabled real estate platform; prioritized features using **RICE** and executed via **Agile/Scrum** in **Jira**, scaling active projects from 5 to 18 and reducing lifecycle by 28% through automation pipelines.
- Led cross-functional program execution across sales, engineering, and operations; built **KPI dashboards** in **Tableau** and leveraged **SQL/Google Analytics** to drive pricing strategy, **GTM** decisions, and stakeholder alignment, improving deal close rates by 22%.
- Identified market opportunities through **competitive analysis and VOC research**; launched AR/VR visualization tools and CRM integrations, **driving 15% MoM** leads growth and positioning the platform as a tech-first market solution.

### Senior Product Manager | Edten Technologies LLP

Sep 2019 – Jul 2023

- Defined product vision, North Star metrics, and OKRs for a B2B EdTech platform; scaled to **1,450+ preschools, 91,000+ students, and \$465K ARR** by orchestrating 12+ feature launches in an Agile environment.
- Translated insights from 200+ educator interviews (**JTBD**) into structured **PRDs** and wireframes (**Figma**); prioritized roadmap using **MoSCoW** in **Jira**, accelerating sprint velocity by 3x.
- Optimized growth and monetization using **AARRR** funnel analysis, **cohort tracking**, and **Hotjar** behavioral data; ran **Lean** pricing experiments in **Power BI**, increasing conversion rates by 19% and improving user satisfaction by 35%.

### Product Manager | HR Biotech

Apr 2017 – August 2019

- Owned end-to-end **product lifecycle** for 21 pharma products; scaled revenue from \$64K to \$285K (4.5x) through structured **GTM** execution, competitive pricing **A/B experiments**, and stakeholder alignment across 12+ manufacturers tracked in **Jira**.
- Managed cross-functional **risk register** across a high-ambiguity, multi-vendor environment; applied **Lean** principles to resolve delivery blockers, reducing manufacturing cycle time by 50% and accelerating market adoption by 40%.
- Drove **product-market fit** through **Design Thinking** workshops and **VOC** discovery across physicians, researchers, and hospital networks; synthesized clinical insights into data-driven roadmap priorities, directly aligning feature delivery to patient-facing outcomes.

## PROJECTS

### Product & Marketing Consultant | Gurukul by Golden Globe

Sep 2024 – Feb 2025

- Re-architected product roadmap using **Agile** workflows and a defined **North Star metric**; drove **VOC** research and competitive analysis, tripling qualified leads within five months.

### Product Strategy Consultant | Cubical SEO – Ludo Gaming App (1.2M+ Users)

Jan 2023 – Aug 2023

- Led product strategy using **Design Thinking** and **AARRR** funnel analysis; identified engagement gaps and improved retention by 34% through gamification and feature optimization.

### Digital Product Strategist | The Startup Guy – Digital Media Platform

Dec 2021 – Jun 2023

- Owned product roadmap in **Asana** with **OKR**-led **Agile** sprints; leveraged **Google Analytics** and **Meta Business Suite** dashboards to optimize CTR and retention **KPIs**, scaling the platform to 800+ entrepreneurs and driving 3x growth in digital reach.

### Course Co-Developer | WebVeda – “How to Instagram” with Ankur Warikoo (460K+ Learners)

Nov 2021 – May 2022

- Co-developed course product with Ankur Warikoo's team (5M+ YouTube subscribers); applied **MoSCoW** prioritization to manage roadmap decisions and improve learner engagement through data-led content structuring.

## EDUCATION

### University of Washington, Seattle, WA

Sep 2025 – Aug 2026 (Expected)

MS in Information Management – Specialization in AI and Product/Program Management & Consulting

### NMIMS, Mumbai, India

Jan 2021 – Dec 2023

MBA in Business and Marketing Management

Indian School of Business (ISB), Hyderabad – Certificate in Product Management

## SKILLS & TOOLS

**Technical Skills:** SQL (Intermediate), Python (Basic), HTML/CSS, API Integrations, AI & Automation Tools

**Product/Project Management:** Jira, Asana, Notion, Productboard, Confluence, Figma, Miro, Tableau, Power BI, Google Analytics, HubSpot, Salesforce, Hotjar, Pendo, Wireframes, PRDs, Stakeholder Analysis, Risk Registers