

Aniket Parihar

Product manager | Entrepreneur | Writer

9 years of data-driven product management experience with a human-centric focus.

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WORK EXPERIENCE

Product Manager

Zalando SE

01/2017 - 06/2022

Berlin, Germany

Europe's one of biggest fashion eCommerce companies.

Achievements

- Led the product roadmap and strategy of a 0 to 1 content management tool intended to provide a wider assortment of fashion products to 45 million customers. Collaborated with an agile cross-functional team of 9 senior engineers and a designer.
- Managed sprint planning, wrote user stories, and led concept-to-launch of a new content production flow for Zalando fashion studio (impacting ~500 internal users), which resulted in savings of 2.5 million Euros/year.
- Reduced the article onboarding time of the top 20% of Zalando Partners from an average of ~5 days to ~1 day by launching new content reviewing and validation tools.
- Assisted Zalando's user research team to interview customers and understand their behavioral changes related to fashion in light of COVID-19. Also, formulated actionable insights that helped Zalando to form a future roadmap and strategy.
- Recruited and mentored a trainee PM.

Product Manager

Paytm

03/2015 - 04/2016

Delhi, India

An Alibaba backed venture, focused on eCommerce marketplace and payment solutions.

Achievements

- Aligned brands, stakeholders, and higher management and spearheaded the launch of brand stores that helped brands widen their online reach on Ten. The stores generated 10 million INR/month within a year.
- Led the first-ever integration of Paytm's wallet with 20 CCD (Cafe Coffee Day) outlets.
- Co-owned Patym's website revamp (impacting 5 million DAU) that increased the conversation rate by ~1.5%.

Co-founder, Head of Product

Creative Tinsel Pvt. Ltd.

05/2013 - 01/2015

Delhi, India

A bootstrapped venture in the Indian online gifting market.

Achievements

- Conceptualized, developed, and managed the gifting website - www.shoptosurprise.com, generating 0.5 million INR/Month within a year.
- Traction includes ~5,000 Unique visits/day, ~30,000 page views, and ~1000 sales/month with an average product price of INR 500, in a period of 6 months.
- Recruited and mentored a team of 2 designers and 1 junior product manager.

Business Analyst

eClerx Services Ltd.

01/2011 - 06/2013

Mumbai, India

An outsourcing firm with a focus on analytics, website operations and process automation.

Achievements

- Led the development and QA team of a total of 12 members, involved in daily website operations of our key client – the world's third-largest PC maker.

SEO Analyst

Opal Infotech

01/2010 - 01/2011

Ahmedabad, India

A 10 member startup with business in website development, designing and digital marketing.

Achievements

- Worked on SEO (Search Engine Optimization), SEM (Search Engine Marketing), and SMO (Social Media Optimization) for various client websites, which increased the organization's revenue by 40%

SKILLS

Product management

Agile methodology

Commercial leadership

Analytical thinking

Design thinking

Market Research

PERSONAL PROJECTS

House and Techno DJ (01/2019 - Present)

VOLUNTEER EXPERIENCE

Vice President

Magic Stick Foundation

06/2009 - 12/2009

Ahmedabad, India

Tasks/Achievements

- Magic stick was a non-profit organisation that was incorporated to provide moral education to kids living in the slums. Actively managed and scaled the operations to 3 cities.

EDUCATION

Bachelor of Engineering, Computer Science

Gujarat university

06/2005 - 05/2009

LANGUAGES

English

Native or Bilingual Proficiency

German

Elementary Proficiency