

MANISHA JHAWAR

Product Manager | Bengaluru, India

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SUMMARY

Product Manager with experience across B2B SaaS and EdTech, working closely with customers to uncover pain points and turn insights into clear product decisions and shipped products and features. Experience spans enterprise pilots, retention and engagement products, workflow digitization, and AI-assisted prototypes, backed by a strong commercial lens from customer-facing and growth roles.

EXPERIENCE

NativeBridge | Product Manager [Product Strategy, Growth & AI]

Aug 2025 - May 2026 | B2B SaaS | Developer and QA Tooling

- Synthesized insights from **60+** CTO and QA leader interviews and data analytics into product opportunities across test migration, device access, and failure diagnostics, shaping roadmap priorities for NativeBridge's AI-powered testing assistant
- Owned the enterprise pilot-to-release cycle, defining scope and success criteria, authoring PRDs and acceptance criteria, prioritizing feedback via Sprint Planning/Scrum, and coordinating UAT and release readiness with engineering and pilot customers
- Reduced adoption friction and drove product-led growth (PLG) by simplifying the transition from Appium-based workflows to Maestro and shipping detailed test reporting, result sharing, and real-device access, used by approximately **85% of pilot teams**; also addressed security and compliance as key adoption barriers, particularly for fintech customers, by prioritizing on-premises deployment and a 7-day full-feature pilot, with nearly **one-fifth of enterprise evaluations** progressing beyond initial testing into paid or late-stage commercial evaluation
- Led the Product Hunt launch, A/B tested messaging, reaching **#3 Product of the Day**, **2K+ WAU**, and **880+ hours** of real-device usage within 30 days; generated **300+ upvotes** and **180+ comments**

Nimriwala Trade & Commerce Pvt. Ltd. | Growth & Strategy Lead

Jun 2024 - May 2025 | B2B Trade and Distribution

- Digitized end-to-end ordering and reorder workflows across **50+ active retail partners**, using retailer behavior, reorder patterns, and demand trends to simplify repeat purchasing and support partner retention
- Owned the pricing and incentive strategy, introducing tiered pricing and reorder incentives based on customer and distributor feedback; increased repeat purchase rate to **40%+** and average order value by **35%** across key accounts

WhiteHat Jr. | EdTech | Online Learning Platform

Associate Product Manager | Mar 2022 - May 2024

- Identified gaps in parent visibility, teacher feedback, and student progress as renewal risks through parent research, NPS analysis, and retention trends; owned the Parent-Teacher Meeting feature from problem framing and PRD through prioritization, Sprint Planning, engineering and design collaboration, UAT, and launch, contributing to a **35%+ improvement in renewals** versus the previous renewal rate and supporting product-led growth (PLG) through early upgrades and referrals
- Defined and designed an LMS Performance Card that consolidated **15+ student performance metrics** through data analytics into a single view, improving performance visibility and contributing to a **15% increase in academic scores**, alongside an upward trend in student NPS
- Built event-triggered communication journeys and specified and implemented student progress reports on WhatsApp; also created teacher-side features that increased autonomy and flexibility in conducting classes
- Co-led the launch of WhiteHat Jr.'s Music vertical, identifying Trinity College of London certification and online recitals as engagement levers and positioning the offering as a differentiated premium category

Global Sales Manager | Aug 2021 - Feb 2022

- Ranked in the **top 1%** of a 700+ member global sales team, delivering **180%+ of quota** across ANZ and Middle East markets; analyzed 500+ customer interactions to identify recurring objections and buying barriers, then built a pitch and call-flow framework adopted team-wide to standardize onboarding and conversion workflows

PROJECTS

Prism | AI Product Feedback Intelligence

- Designed and built an evidence-first AI workspace that groups customer conversations into defensible product opportunities with supporting evidence, helping PMs make confident roadmap decisions while retaining final judgment

Resume Reviewer | AI Career Product

- Designed and prototyped a privacy-first, ATS-aware AI resume reviewer that compares resumes with target roles to surface specific strengths, gaps, and prioritized improvements, helping candidates improve their resumes instead of receiving a generic rewrite

SKILLS

Product: Product Discovery, Problem Framing, PRDs, User Stories, Feature Prioritization, Roadmapping, 0-to-1 Product Development

Analytics: Retention Analysis, Funnel Analysis, NPS Analysis, Customer Feedback Analysis, User Engagement Analysis, Key Performance Indicator (KPI) Definition

Execution: Engineering and Design Collaboration, Enterprise Pilot Management, User Acceptance Testing (UAT), Agile Delivery, Product Launches, Go-to-Market (GTM) Strategy

AI Product Development: AI-Assisted Prototyping, Prompt and Workflow Design, Rapid Functional Prototyping

Tools: Jira, Notion, Lovable, Mixpanel, PostHog, Figma

EDUCATION

MBA - Marketing, 2021 | Xavier Business School, St. Xavier's University, Kolkata

B.Com - Accounting & Finance, 2018 | The Bhawanipur Education Society College, Calcutta University