

SWANAND MARATHE

Product Manager | Business Management | Data-Driven Insights | Strategic Decision Making | Gen-AI Specialist

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SUMMARY

Curious product builder with experience across product and marketing analytics, GenAI workflows, and on-ground sales. From running local campaigns and driving retail growth to building AI chatbots and optimizing user journeys, brings a full-stack perspective to solving real user problems. Combines strategic thinking, customer empathy, and data fluency to deliver impactful, user-first solutions.

EXPERIENCE

Senior Business Intelligence Analyst 06/2024 - Present
Fluent Health Mumbai, India

- Market Research & STP:** Analyzed survey data and applied clustering techniques to identify user segments and develop personas, enabling sharper targeting and positioning through the STP framework.
- Product Strategy & Roadmapping:** Translated research insights into product opportunities, defined chatbot use cases, and prioritized features aligned with business goals and user pain points.
- Cross-Functional Collaboration:** Partnered with engineering, design, and marketing teams to align roadmap planning, experimentation, and delivery with product strategy.
- Product Development:** Built GenAI-powered workflows, including a chatbot for medical data capture and AI agents for EHR automation, streamlining clinical documentation.
- Product Analytics & Experimentation:** Audited Mixpanel tracking, automated key dashboards, and ran data-led experiments to drive product decisions and iterative improvements.

Business Intelligence Analyst 07/2022 - 06/2023
Blockwiz Remote

- Process Optimisation:** Designed scalable data flows and automations, reducing operational overhead by 20%.
- Stakeholder Collaboration:** Collaborated with sales, marketing, and ops teams to align on KPIs and ensure consistent use of metrics in planning and reviews.

Sales And Marketing Associate 06/2018 - 09/2020
Amey Trading Company Kankavali, India

- On-Ground Sales & Relationship Management:** Engaged with retailers directly across regions, addressed post-sale service needs, and built long-term relationships that led to 85% client retention.
- Campaign Execution & Local Marketing:** Planned and executed on-ground promotional events and campaigns, helping expand retailer base by 20% and driving a 25% YoY revenue increase.

EDUCATION

Master's in Business Management 10/2020 - 11/2021
EADA Business School Barcelona, Spain

BE Mechanical Engineering 07/2013 - 05/2018
University of Mumbai Mumbai, India

STRENGTHS

- Product-Centric Problem Solver
- Strategic Thinker
- Cross-Functional Communicator
- Outcome-Oriented Execution

SKILLS

- Product and Agile
 - Product Analysis, STP Strategy, User Journey Mapping, A/B Testing, Project & Workflow Management, Agile, UAT, JIRA,
- ML & GenAI
 - Regression, Classification, Vector Databases, LangChain, VLLM, Prompt Engineering, OpenAI APIs,
- Analytics & Visualization
 - Mixpanel, GA4, , Tableau, Looker, BigQuery, SPSS, KNIME
- Programming & Automation Tools
 - SQL, Python, Excel, n8n, Zapier, Postman, GitHub

CERTIFICATION

- Product Management
 - ISB, Hyderabad
- Generative AI
 - upGrad
- DS & Business Analytics
 - Texas McCombs School of Business
- Tableau Data Analyst
 - Tableau