

DIVYA KUMAR

PRODUCT MANAGER | CUSTOMER-LED PRODUCT DISCOVERY | SAAS GROWTH & RETENTION

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PRODUCT PORTFOLIO

Case studies (Uber FindMyRide, Zepto AOV, Zomato Retention) and AI prototypes: divyakumarpmjourney.netlify.app

PROFESSIONAL SUMMARY

Product-focused SaaS professional with 9+ years of experience driving onboarding, retention, and monetization initiatives. Delivered a 0 → 1 onboarding module, launched a revenue-generating onboarding program, reduced churn by 35%, and partnered cross-functionally to translate customer insights into product outcomes. Skilled in Agile/Scrum, PRD writing, product analytics, and AI-assisted research; AI-First Product Management certification in progress (Airtribe).

KEY PRODUCT ACHIEVEMENTS

- Built an Onboarding Module from 0 → 1 that increased onboarding completion by 82%.
- Created the monetized Jumpstart onboarding program, generating 18% incremental revenue and 30% faster time-to-value.
- Reduced churn 35% (22% → 14.3%) through a Quarterly Retention Program, retaining \$1.1M in revenue.
- Influenced roadmap prioritization by translating AI-assisted customer feedback analysis into validated product insights.

CORE COMPETENCIES

- Product Strategy & Discovery: Jobs-to-be-Done (JTBD), First-Principles Thinking, TAM/SAM/SOM Market Sizing, Voice-of-Customer Research
- Prioritization & Roadmapping: RICE, Kano, MoSCoW & Impact-Effort Frameworks • OKRs & KPI Definition • PRD/BRD Writing
- Product Analytics & Growth: AARRR & North Star Metrics • Cohort/Funnel Analysis • A/B Testing (Mixpanel, Hotjar, Google Analytics)
- UX & Technical Collaboration: Design Thinking, Usability Heuristics & CIRCLES Method • API/System Design Fundamentals • AI & Prompt Engineering (PREP Framework)
- Cross-Functional Execution: Agile/Scrum, Sprint Planning & Backlog Grooming • Stakeholder Management • Jira, Confluence & Postman
- Product Tools: Amplitude • Mixpanel • Hotjar • Jira • Confluence • Postman • Claude • ChatGPT • Figma • Miro

PROFESSIONAL EXPERIENCE

CHARGELEE — Senior Solution Engineer

Apr 2024 – Aug 2025

- Discovered and validated product opportunities by translating recurring customer feedback into clustered, AI-assisted insights — directly shaping roadmap prioritization and feature discovery for Product Management.
- Defined detailed user stories and acceptance criteria from customer-reported epics, enabling Engineering to ship fixes aligned to validated customer needs.
- Identified recurring product-quality gaps through enterprise customer investigations and partnered with Product teams to prioritize fixes that improved user experience and reduced repeat incidents.
- Defined success metrics and monitored adoption, activation, and retention KPIs to evaluate feature performance and inform roadmap decisions.
- Validated API behavior and integration requirements using Postman, bridging technical depth with customer-facing product conversations.

ZOHO CORPORATION — Team Lead, Customer Support

Sep 2017 – Feb 2024

- Conducted customer interviews and analyzed onboarding drop-off patterns to identify friction points; authored requirements and success metrics, then partnered with Engineering and Design to deliver a new Onboarding Module (0 → 1) — resulting in an 82% improvement in onboarding completion.
- Validated a monetization opportunity in unstructured onboarding that strained SLAs; prioritized and co-designed “Jumpstart,” a tiered onboarding program with Sales spanning 3 plan variations — creating a new revenue stream (18% incremental revenue, 30% faster time-to-value).
- Defined product requirements, user stories, and risk-mitigation plans to guide Engineering's build and prioritization decisions, validated through post-launch performance reviews.
- Designed and launched a Quarterly Retention Program — QBRs, structured check-ins, and AI-assisted churn-risk scoring — measuring a 35% churn reduction (22% → 14.3%), an 11-point CSAT lift, and \$1.1M in retained revenue.
- Prioritized fixes using SLA-based ticket triage and AI-assisted routing, then measured impact through a QA coaching program — cutting first response time 45% (8h → 4.4h) and lifting CSAT 13 points (78% → 91%).
- Led and mentored a 10-person team, translating organizational goals into career frameworks and recognition programs — reducing attrition 17 points (25% → 8%) with six promotions in 12 months.

COGNIZANT TECHNOLOGY SOLUTIONS — Programmer Analyst

Jul 2014 – Mar 2016

- Delivered application support and resolved production issues, partnering cross-functionally to sustain operational efficiency and customer satisfaction.
- Gathered functional requirements and configured GL account determination, warehouses, and cost centers to streamline financial operations.

CERTIFICATIONS

- AI-First Product Management — Airtribe (2026)
- ChatGPT Prompt Engineering for Developers — DeepLearning.AI & OpenAI
- Agile Project Management — Google
- Jira Fundamentals — Atlassian University
- Product Analytics Micro-Certification — Mixpanel × Product School

EDUCATION

B.Tech in Information Technology — Anna University, 2014