

PRATHAMESH BAWKAR

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Education

2022-2023	THE MASTERS' UNION PGP in Technology and Business Management Engagement Manager at B-Well Club Major in Product Management Minor in Growth & Marketing	Gurgaon
2014-2018	SARDAR PATEL COLLEGE OF ENGINEERING Bachelor of Technology, Electrical Engineering; CGPA: 9.49/10 (Top 5% of Batch) TEQIP (Government of India) funded B.Tech. Project Lead Operator at SPCE Robocon Team	Mumbai
2012-2014	ATOMIC ENERGY JUNIOR COLLEGE Class 12 (HSC): 90.46% (Top 1% in State Board; Rank #2 out of ~250+ students) Awarded Scholarship for Higher Education by Maharashtra State Board	Mumbai
2002-2012	VIVEKANANDA SANKUL, SANPADA Class 10 (SSC): 91.27% (Rank #3 out of ~200+ students)	Navi Mumbai

Experience

2023-Present	ZENTRADES (<i>A B2B SAAS platform for field service businesses in US & Canada</i>) Product Manager <ul style="list-style-type: none">• Crafted a forward-looking product roadmap in harmony with company vision, fostering cross-team alignment• Led Product Analytics, implemented a robust Mixpanel system with 20+ success metrics optimizing decision-making• Drove UI/UX enhancements leveraging 200+ user insights, for a more intuitive and user-friendly product experience• Played a pivotal role in the Leadership team, formulating strategies for expedited PMF achievement• Overhauled the investor pitch deck and the narrative, contributing in fundraising and stakeholder engagement	Pune
2022-2023	MODULUS (<i>A full-stack healthcare & insurtech startup focused on proactive health</i>)(website , blog) Co-founder & Product Lead <ul style="list-style-type: none">• Led the end-to-end product lifecycle, including product strategy & market research, driving the company's vision• Handled complete product development including UI/UX Design (Figma), App Development, API integrations, etc.• Defined 15+ product features translating customer needs, did feature prioritization & developed PRDs• Defined 30+ detailed product metrics at different customer journey stages, to track product success• Generated 500+ customer subscription waitlist, validating strong market demand and anticipation, pre-launch• Raised INR 4Lacs as a pre-seed grant, recognized as a startup competition finalist (IIT D, MDI, IIM T, GIM)	Gurgaon
2018-2022	SIEMENS LTD. (<i>Mobility Division</i>) Senior Executive - Program Management <ul style="list-style-type: none">• Led INR 1Cr.+ budgeted project management maturity assessment for the Mobility Division of Siemens Ltd. India• Enhanced efficiency by 30% for 500+ employees, by leading the development of the Lessons Learned Product• Identified 40+ process gaps & suggested efficiency improvement measures through a robust prioritization matrix• Initiated the 'Step-Up Program', a development program that upskilled 12+ engineers with project mgmt. skillset• Trained & mentored 25+ resources on project planning & scheduling and developed a Web-based Training Project Management Professional <ul style="list-style-type: none">• Secured infra-project orders worth INR 600Cr. by developing 25 project execution plans with the project team• Achieved 50% cost reduction by spearheading and executing the training program for 30+ new joiners• Handled project construction tenders worth INR 250Cr. for a railway project (DFCC) & ensured customer fulfillment Graduate Trainee Engineer <ul style="list-style-type: none">• Reduced manhour costing by 60%, by conceptualizing a novel process for managing project contractual requirements	Navi Mumbai

Acad. Projects

Jul 2022	Co-founder at BEDEASY (<i>An e-Commerce business (website) selling fitted bedsheets from local manufacturers</i>) <ul style="list-style-type: none">• Developed an online e-Commerce platform, listing 40+ SKUs across 5 product categories• Generated INR 70K revenue through establishing supply chain, framing GTM strategy, and social media marketing	Gurgaon
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Awards & Achievements

- **National Winner** among **1400+ teams** in ByteCrunch (**ISB**), revenue & market share **maximization strategy**
- **2nd Runner-Up** among **500+ teams** in The Right Cause (**ISB**), **GTM strategy** for de-stigmatizing cancer screening
- **1st Runner Up** among **50+ teams** during VRC 2015 (**VJTI**), a national-level **robotics championship**
- **Winner** (Twice- 2016 & 2017) among **50+** & **1st Runner Up** (2015) among **50+** in Circuit Making Competition (**SPCE**)

Skills

Problem-Solving, Product Thinking, Market Research, UI/UX (Figma), Product Analytics, Project Planning, Power BI

Positions of Responsibility

- **Subject Matter Expert**, Project Planning | **Developed 5 domain-wise standards**, **25+** resources, **30+** project plans
- **Project Lead**, Cybersecurity Initiative | Identification & risk assessment of **20+** new vulnerable information assets
- **Lead Operator**, SPCE Robocon | **Represented SPCE** at national-level robotics contest, **100+ teams**, **10K+** footfall

Certification Courses

- **Product Analytics Certification** | Product School
- **Product-Led Growth Certification** | Product School
- **Primavera Project Management** | PMI
- **Business Foundations Specialization** | Wharton
- **Blockchain Business Models** | Duke University

Personal

Sketching & painting - animal and bird portraits; Fitness enthusiast; Enjoys music; Learning Ukulele; Loves traveling.