Vaibhav Kumar Sharma

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SUMMARY

Detail oriented product manager with expertise in data analytics, cross-functional coordination, system design, and project management in the Cloud-Telephony domain. Currently leading Indiamart's cloud-telephony product – PNS, which enables over 6 million monthly calls for MSMEs in India, and whatsapp module within in-house ERP, enabling communication for internal teams.

PROFESSIONAL EXPERIENCE

INDIAMART INTERMESH LTD.   **Noida, Uttar Pradesh**
Product Manager   **Mar 2023 - Present**

- Led the **0-to-1** product strategy and launch of a **whatsapp communication module** within the internal ERP, managing the full lifecycle from conceptualization to execution:
    - Scaled platform adoption to **28K messages** within the first 30 days of launch for new sales division by delivering seamless, centralized, multi-tenant messaging platform.
    - **Eliminated 100% reliance on PII sharing** for communication along with robust data logging ensuring presence audit trails.
    - *Tech stack: React, Node.js, Go, Postgres, RabbitMQ, AiSensy*
- Product manager for Indiamart's proprietary **cloud telephony product (PNS),** supporting **6M+** monthly calls between millions of platform users through dynamic call routing technology:
    - Re-engineered and implemented a high-performance cost-effective solution to provide call masking coverage to **10M+** Indiamart suppliers, **achieved INR 7.2M ($85K+) yearly savings** while **reducing 80K monthly call drops**
    - Implemented "**Click-to-Call**" Feature on Product detail pages (PDP) boosting call conversion ratio from **34% to 64%.**
    - **Improved call success rates from 70% to 75%** through automated number mapping process, CNAP enablement, and optimizing seller journey to drive adoption of centralized outbound numbers.
    - **Reduced spam** and improved user experience by **blocking 100K+ weekly telemarketing calls** through the development of an IVR call blast prevention feature.
    - **Automated 75%** of a heavily manual Trust & Safety workflow by deploying an **LLM-based spam auditing engine;** architected the system's risk-mitigation logic using strict confidence thresholds, successfully dropping false-positive call blocks from **17% to 5%** while maintaining human-level precision.
    - **Streamlined vendor management** for multiple telephony partners, overseeing performance monitoring, billing, and procurement to ensure business continuity, cost efficiency & risk mitigation.
    - *Tech Stack: Go, AWS, GCP, Postgres, Redis, Kafka, RabbitMQ, Gemini 2.5, Airtel IQ, Gupshup*

SIFY TECHNOLOGIES LTD.   **Noida, Uttar Pradesh**
Management Trainee   **Jul 2022 - Feb 2023**

- **Identified** Business opportunities in existing accounts through extensive primary & secondary research.
- **Generated 10+ leads** for InfinitDigital LoB of the company through outbound calls & **targeted email campaigns**
- Performed **market analysis** for the launch of new 'Try-On" **virtual reality solutions** with use cases in the retail sector.
- **Enabled** marketing team and account managers with product knowledge and client appropriate use cases.
- **Coordinated** with internal and external teams for UI/UX website revamp for an FMCG giant **(ACV - 0.2 Cr)**

EDUCATION

IMT GHAZIABAD   **2020 - 2022**
PGDM – Marketing

MAIT, IP UNIVERSITY (DELHI)   **2016 - 2020**
B. Tech (Information Technology)

DPS FARIDABAD, CBSE   **2014 - 2016**
X - XII

AWARDS & ACHIEVEMENTS

- Awarded Best Performer of the Year (FY24-25) at IndiaMART InterMESH Ltd.
- Awarded Pillar of Success of the Month (April 2024) at IndiaMART InterMESH Ltd.
- Awarded Emerging star of the Month (August 2023) at IndiaMART InterMESH Ltd.
- Among top 20% of the entire batch at IMT Ghaziabad.

ADDITIONAL INFORMATION

- Product Management: A/B testing, Sprint Planning, Product Roadmap & strategy, Vendor Management
- Technical Skills: SQL, Excel, Kibana, Google Analytics, Open Project (Jira alternate), Figma, N8N, Prompt Engineering
- Certifications: Google certified generative AI leader, (2026); Advanced Google Analytics, (2023); Google Analytics Individual Qualification, (2023); Product Design Virtual Experience Program Participant, Accenture (2022)
- Hobbies: Playing Guitar, DJing