

Manu Pratap Singh

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SUMMARY

Product manager with four years building consumer and platform products from zero to scale: a real-money gaming app grown to 1M+ users, a self-service ad exchange (a two-sided marketplace) architected for 100M+ monthly impressions and carrying \$100k/month in ad spend, and now AI strategy at a CRM and automation platform. Starts from the customer problem, uses AI tools to prototype and decide faster, and aligns engineering, design and commercial teams behind a clear roadmap and KPIs.

EDUCATION

The Lisbon MBA International, Católica | Nova (Lisbon, Portugal), January 2026 – December 2026.

- Sovena (internship, July–August 2026): reviewed a 59-SKU tea portfolio using consumer surveys and social listening; recommended repositioning from health claims to consumption occasions and presented to the director.

MIT Sloan Summer Immersion Certificate (Boston, US), June 2026: Technological Innovation, Global Strategy.

B.Tech in Information Technology, minor in Digital Marketing, Manipal Institute of Technology, India, 2020.

WORK EXPERIENCE

August 2026 – Present | MR Neo (Remote, India)

Product Manager, AI Strategy (part-time alongside the MBA)

- Unblocked a Shopify e-commerce integration the developers had been stuck on for a month by speccing the integration hub, API choice and build steps; approved and shipped.
- Audited all 60+ pages of the CRM and automation platform, logging 600 bugs and UX issues, and turned the testing method into reusable AI skills the whole team now uses.
- Identified a gap no customer had raised and designed flow-conflict detection, which flags overlapping or contradictory automations before they break.
- Set up the company's AI workflows in two months (shared knowledge base, sales AI workspace, automated tasks), cutting sales-deck revisions to two rounds at most; now leading the AI-first platform redesign for 2027.

August 2023 – January 2025 | XY ADS (Gurgaon, India)

Product Manager, Product & Platform

- Moved into AdTech with no background in it as the only GMNG employee the parent agency kept; within three months, became the go-to person on ad serving for colleagues with 5–6 years in the industry.
- Built a self-service ad exchange, a two-sided marketplace, from scratch for small businesses that found agency platforms too complex; wrote the product specifications covering business logic, data architecture and APIs, and architected it for 100M+ monthly impressions; \$100k/month in ad spend by January 2025, one client at \$30k/month.
- Hired and led a cross-functional team of three developers and a designer, turned each partner platform's API documentation into a step-by-step build plan, and gave sales a phased roadmap and competitive analysis to sell it.
- Cut operating costs 15% by moving vendors to long-term, tiered, volume-based contracts, and routed back-end services such as billing between providers based on traffic, cost and stability.

February 2022 – July 2023 | GMNG (Gurgaon, India)

Product Manager, Product & Platform

- Led a team of nine on a real-money gaming platform that grew to 1M+ users; tripled gameplay frequency and lifted revenue 50% in key games via new games, a 7-day poker loop, pinned favourites and faster loading.
- Cut sign-up drop-off by about 60% by replacing the registration form with a single phone number field.
- Designed a 7-day onboarding loop that moved high-spending players into poker, a high-margin game with a steep learning curve: 60% of the targeted cohort converted, adding \$40k in revenue.
- Resolved a deposit drop-off by testing the card-payment assumption with customers and moving the gateway to Paytm, the local wallet 80% of them used.
- Designed a deposit-linked, two-tier referral programme that added 200k+ users in one month.
- Turned the parent agency's paid-install campaigns into an in-game Offer Wall, then packaged it as a B2B SaaS module licensed to four gaming companies (~\$6k/month).

February 2021 – January 2022 | GMNG (Gurgaon, India)

Associate Product Manager, Product & Platform

- Traced new-player churn to loss aversion and designed "Everybody Wins", a second chance after a first loss, lifting new-user retention 30%.
- Onboarded Dream11 and Pocket52 as strategic vendor partners and contributed to shareholder presentations that secured \$100k in development funding; promoted to Product Manager within 11 months.

SKILLS & LANGUAGES

Product: platform strategy, roadmaps, KPIs, product discovery, customer research, API integrations, stakeholder management.

Technical: Google Analytics, Firebase, CleverTap, AppsFlyer, SQL, Postman, Jira, Figma.

AI: Claude Code, Claude Design, NotebookLM; prototyping, knowledge bases, workflows, Lará (AI hotel platform).

Languages: Hindi (native), English (fluent).

ADDITIONAL INFORMATION

Community: built a library for underprivileged children; taught computer skills in Rajasthan.

Interests: 50m rifle shooting (national level), mixed martial arts (state-level training), travel.