

HIMANSHU NATHANI

Product Manager

Platform & B2B SaaS · eCommerce · Supply Chain · Data Products

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CAREER SUMMARY

My path into product wasn't planned — it grew out of curiosity. Spending years inside operations and logistics, I kept finding myself drawn to the other end of the problem: why systems were built the way they were, and how they could work better for the people using them. That curiosity eventually became a career.

Today I'm a Product Manager with 13+ years of cross-functional experience across eCommerce, warehouse automation, and data platforms. I bring an operator's instinct to product decisions — I don't just define what to build, I understand why it matters on the ground. I've taken products from 0 to 1 and scaled them, led data migrations unlocking predictive analytics, and driven platform redesigns that generated measurable cost savings and throughput gains. I work best in environments where the problems are ambiguous, the stakeholders are senior, and the answer isn't obvious.

PRODUCT LEADERSHIP EXPERIENCE

- Owned roadmap and delivery for core warehouse automation products at VidaXL (2023–2025)
- Acted as de facto product owner for analytics platforms serving UK retail brands (SquaredCircle, 2020–2022)
- Currently advising eCommerce startups on discovery, prioritization, and GTM as Product Growth Consultant

SIGNATURE PRODUCT IMPACT

- **€200K annual cost savings** —
Problem: Packing stations were capped at ~1.8K parts/hour, creating a fulfillment bottleneck as order volumes scaled
Insight: Identified that inefficiencies in workflow design and bin allocation—not manpower—were the primary constraint
Decision: Chose to prioritize system redesign over short-term staffing fixes, trading higher upfront complexity for long-term scalability
Outcome: Increased capacity to 2.7K parts/hour (**~50% improvement**) and delivered €200K annual cost savings

STRATEGIC PRODUCT IMPACT

- **35% storage utilisation gain** — led bin capacity redesign contributing to ~5% YoY revenue growth
- **30% throughput improvement** — delivered 6 product releases, improving warehouse processing speed and reducing order cycle time by 18%
- **100% adoption** — built and shipped analytics dashboards for 2 UK retail brands across SEA and MEA regional teams
- **Zero data loss** — owned migration of 15 years of multi-terabyte WMS data to Google BigQuery, unlocking predictive analytics at scale

CORE SKILLS

Product Strategy & Leadership:

Roadmap Ownership · Discovery and Prioritization · Backlog Management · Stakeholder Influence · 0-to-1 & 1-to-n Development · RICE / WSJF / MoSCoW · MVP Scoping · Go-to-Market · Product Vision · Platform Strategy

Discovery & Problem Solving:

Customer Discovery · VoC Research · Jobs-to-be-Done · Hypothesis-driven Development · Customer Journey Mapping · Persona Development · Opportunity Sizing · Competitive Analysis

Execution & Delivery:

Agile · Scrum · SAFe · Sprint Planning & Review · Backlog Management · Cross-functional Alignment

Data & Analytics:

Product Metrics · Funnel Analysis · Cohort Analysis · North Star Metric · A/B Testing · Descriptive & Predictive Analytics

Tools: JIRA · Confluence · Figma · Tableau · PowerBI · Google Analytics · BigQuery

WORK EXPERIENCE

Product Growth Consultant — Target Agility | Hyderabad, IN | May 2025 – Present

Advising eCommerce startups and growth-stage product teams on roadmap strategy, discovery, and GTM execution. Current engagement:

- Led end-to-end customer journey mapping for a small-scale eCommerce client — from search and discovery through to add-to-cart — identifying friction points and structuring a prioritised set of high-level epics and user stories to guide MVP delivery.
- Introduced RICE and MoSCoW prioritisation frameworks to help leadership teams align cross-functional stakeholders around high-impact features and sprint goals.
- Conducting product discovery engagements, including stakeholder interviews, opportunity sizing, and persona development to define clear problem statements and product direction.

Product Owner — VidaXL | Hyderabad, IN | Oct 2023 – Jan 2025

- Owned full product lifecycle and roadmap for warehouse automation platforms - defined strategy, made transparent trade-offs, prioritized roadmap using RICE/MoSCoW, and balanced short-term operational needs with long-term scalability.
- Identified a critical bottleneck in packing station throughput through VoC sessions and data analysis; led cross-functional delivery to extend capacity from 1.8K to 2.7K parts/hour, generating €200K in annual cost savings.
- Drove discovery and delivery of a bin capacity redesign that improved storage utilisation by 35% and annual space utilisation by 20%, contributing to ~5% YoY revenue growth.
- Delivered 6 product releases, improving warehouse throughput by 30% and reducing order processing time by 18% — directly impacting customer satisfaction and operational KPIs.
- Migrated 15 years of multi-terabyte WMS data to Google BigQuery DataLake; defined the problem statement, aligned executive stakeholders, and managed delivery end-to-end with zero data loss, enabling predictive analytics capabilities previously unavailable.
- Groomed and prioritized 80+ backlog items derived from OKRs, user research, and business strategy — reducing sprint ambiguity and improving team velocity across engineering, analytics, and warehouse ops teams.

Senior Business Analyst (Product-Focused) — SquaredCircle | Bangalore, IN | Nov 2020 – Dec 2022

Operated as the de facto product owner for analytics initiatives, owning discovery, requirements, delivery, and iteration for data products used by regional retail teams.

- Defined and delivered Sales, Orders, and Catalogue management dashboards for 2 UK retail brands, achieving 100% adoption across SEA and MEA regional teams — replacing manual reporting with self-serve analytics.
- Led competitive analysis and funnel/cohort analysis to surface expansion opportunities, influencing executive-level business decisions.
- Baselined EMEA CRM analytics dashboard for mobile customers, defining success metrics and iterating based on user feedback.
- Led a cross-functional team of 6 analysts supporting 3 concurrent projects, facilitating stakeholder workshops and aligning on delivery milestones.

Assistant Manager — Logistics Operations — Criticalog | Bangalore, IN | May 2019 – Sep 2020

- Standardised logistics operational procedures PAN India, reducing error rates and improving cross-departmental process consistency.
- Improved client satisfaction by 15% QoQ through route optimisation — an early example of applying data to operational decision-making.

Senior Auditor — Fulfilment Operations — Amazon | Bangalore, IN | Nov 2018 – Apr 2019

- Conducted quality audits across fulfilment operations, identifying systemic process gaps and recommending corrective actions — building deep familiarity with eCommerce warehouse operations from the inside.

Quality Specialist — Aegis (for Flipkart) | Bangalore, IN | Oct 2017 – Oct 2018

- Monitored customer service quality metrics and drove improvements in resolution time and satisfaction scores through structured feedback loops.

EDUCATION & CERTIFICATIONS

Bachelor of Science — SP University, 2010 | Credential of Readiness (CORe) — Harvard Business School Online, 2020

Professional Scrum Product Owner (PSPO1) — [Scrum.org](https://www.scrum.org) | Professional Scrum Master (PSM1) — [Scrum.org](https://www.scrum.org) | Business Intelligence Analyst — Udemy