

# Vidushi Duhan

[Portfolio link](#) | +91-9823793785 | Bengaluru

Senior Product Manager - SaaS Platform

[duhan.vidushi@gmail.com](mailto:duhan.vidushi@gmail.com) | [LinkedIn](#)

Customer Retention | Engagement | Hyperlocal & Multi-location Products

Currently building and scaling a **B2B SaaS** and **consumer platforms**, including **API-first, data-intensive systems** used by **enterprise customers**.

Proven track record of owning products end-to-end: from **problem discovery** and system design to **launch, adoption, and iteration**.

Deep experience working with external, **policy-bound systems, analytics pipelines, and AI-assisted decision support**.

Former founder with **strong execution bias** and comfort operating in regulated, **high-stakes environments**.

## Core Expertise

- Platform & Systems Product Management
- Agentic & AI-assisted Decision Systems
- Analytics, Instrumentation & Funnel Modeling
- External API Integrations & Data Contracts
- Enterprise SaaS, Multi-location Products
- Reliability, Failure Handling & Observability
- Retention, Engagement & Adoption

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## Platform Scope & Domain Expertise

- **Hyperlocal, multi-location SaaS platform** for enterprise brands
- **Core platform pillars:**
  - **Brand visibility & Presence Management** - Google Business Profiles, local SEO, rankings
  - **Reputation & Engagement** - Reviews, Responses, Sentiment, Customer Interactions
  - **Lead Management & Conversion** - local leads, chatbots, whatsapp automation, call tracking
- **Add-on Products:**
  - **Retail e-commerce** enablement
  - **LMS** & customer specific engagement modules
- Bulk operations, Role-based access control (RBAC), enterprise-scale workflows
- **AI/LLM-assisted** insights, recommendations, and content systems
- **Integrations** with CRMs, analytics tools, and third-party APIs
- API-first architecture with emphasis on **sync reliability, partial failure handling, and monitoring**

## Experience

### Sr. Product Manager at Razorlabz/Razorpod

(Mar,24 – Current)

Scope: Platform retention, engagement, AI-assisted workflows, enterprise client discovery

Responsibilities:

- Own platform-level **product strategy** and **roadmap** for a **multi-tenant B2B SaaS** used by enterprise customers
- Lead discovery through continuous **client interviews**, funnel analysis, and usage data.
- Designed and piloted **AI-assisted systems for segmentation** and **local SEO performance insights**.
- Led redesign of Google Business Profile optimization flows by introducing **performance and completion scoring models** to guide user actions.
- **Build vs Buy** evaluations for platform capabilities, balancing reliability, scalability, and time-to-market

Achievements in Product:

- **Validated 2 new AI-assisted data products with enterprise clients**
- **Shipped scoring-based optimization workflows that improved user clarity and actionability**
- Built an MVP add-on for retail discovery and engagement

### Product Manager at Razorlabz/Razorpod

(Mar,23 – Mar,24)

Scope: MVP delivery, adoption, analytics instrumentation, early retention

Responsibilities:

- Led **end-to-end delivery** of core platform MVPs across presence management, reputation, and engagement modules.
- Defined event **instrumentation** and **funnel metrics** to measure user adoption, drop-offs, and retention

- Built **analytics views** that translated raw signals into decisions for internal teams and clients
- Partnered with **customer success** and **account teams** to close feedback loops and prioritize fixes

Achievements in Product:

- Shipped engagement-driving features such as **sentiment analysis, microsites, AI-assisted review responses, and rank tracking.**
- **Sunset** low-adoption features to refocus roadmap on retention-critical workflows.
- **Improved client performance score** metric of the clients by **~25%**.
- **Improved Lead conversion** rates by **~20%**.

## Co-Founder – Product & Team at Spaarks

(Jun,19 – Jan,23)

*Spaarks was a hyperlocal platform to connect local service providers with potential local customers.*

Scope: End-to-end product ownership, growth, retention, leadership

Responsibilities:

- Built a consumer and service-provider platform from ground up, owning **product vision, roadmap** and **GTM.**
- Designed onboarding, discovery, and matching workflows to **improve early conversion** and **retention**
- Established engineering and product execution processes to reduce release cycles
- Lead and scaled a **cross-functional team of 17 members**

Achievements in Product & Business:

- **Scaled platform to 200K+ users**, supported by 4k service providers.
- Delivered by a **customer NPS of 55** and a **service provider NPS of 63.**
- Reduced average feature **delivery time from 28 days to 15 days.**
- Improved early conversion funnel, **resulting in 3K+ incremental connections**, through SEO-led growth.

## Sr. Consultant at MoWCD, GoI

(Feb,18 – May,19)

Responsibilities:

- Led product revamp of SHE-BOX **web application, improving routing accuracy and resolution time.**
- Designed internal systems for handling sensitive complaints, working with multiple authorities and external stakeholders.
- Contributed to policy drafting for safety and compliance across digital platforms.

Achievements:

- Increased platform usage by 1.6x while reducing average resolution time.
- Delivered systems operating under regulatory, privacy, and reliability constraints.

## Earlier Experience

- **Technical Officer - CARE India** (Mobile Platform, cohort analysis - improve user behaviour & adoption) (Apr,16 – Feb,18)
- **Software Engineer - Tech Mahindra** (Java, SQL, large scale systems)

## Side Hustle (along with full-time job)

### Product Consultant at Arthan

(Feb,23 – June,23)

- Improved **new user activation by 23%**, by implementing growth strategies like email drip campaigns, landing pages and **reduced bounce rates of the website by more than 15%.**
- Assisted the team responsible for the MVP, **shaped user personalization** and intrinsic data collection for informed product improvement decisions, and implemented best practices for **Google Analytics.**

## Education

Sikkim Manipal Institute of Technology

(2007 – 2011)

- B. Tech in Electronics & Communication

Tata Institute of Social Sciences

(2014 – 2016)

- Masters in Rural Development with a distinction grade of A across core subjects.
- **University of Gothenburg, Sweden** – Erasmus student

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