

# Mohit Aggarwal

Product Manager | Strategy & Innovation

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## PROFESSIONAL SUMMARY

Product Manager (CSPO) with 7+ years of experience, including approximately 3.5 years specialising in work management tooling and developer productivity within SaaS and sports tech organisations. Notable achievements include the reduction of development cycle times from three to five weeks to under thirty minutes through streamlining tooling and fostering team alignment. Extensive familiarity with the Jira, Confluence, and GitHub ecosystems has supported scalable engineering teams, resulting in typical efficiency gains of over 30%.

## ACCOMPLISHMENTS

- **MQL Improvement:** Boosted MQLs by 30% for a sports website through targeted user journeys and optimized conversion paths.
- **OTT Collaboration:** Partnered with top OTT platforms (Netflix, Amazon Prime, Hotstar), doubling Accedo TV subscriptions through cross-functional collaboration.
- Improved conversion by 30% by mapping drop-offs via Contentsquare, identifying friction points, and implementing targeted UX changes tested through rapid A/B loops.
- **Team Documentation:** Enhanced team collaboration and execution by managing documentation for 75+ features on Confluence, creating user stories, and acceptance criteria on Jira, and authoring PRDs and release notes.
- Winner of **NatWest Climate Hackathon, Schneider Go Green**, and Accedo's **ACT Award**.
- Work Management Tools Mastery: Extensive hands-on experience with Jira (200+ backlog items), Confluence (75+ feature documentation) and GitHub Projects for cross-functional team collaboration
- Developer Workflow Optimization: Reduced feature release cycles from 3-5 weeks to under 30 minutes through process automation and tooling integration
- AI-Enhanced Productivity: Implemented SQL-based analytics for customer support resolution, reducing ticket resolution time while leveraging data-driven insights for tool adoption metrics

## WORK EXPERIENCE

### PRODUCT MANAGER - SPORTRADAR (AUGUST 2024 - PRESENT)

*Sportradar delivers real-time data from 900K+ events yearly to 1,700+ clients in 120+ countries, powering global sports and betting*

- End-to-end delivery for a core business area was led, reducing feature release time from 3-5 weeks to under 30 minutes.
- Launched Padel betting in just 2 months (usual timeline is 6-8 months). The team was skeptical at first, but zero customer issues post-launch proved the approach worked
- Took full ownership of existing products – updated documentation, cleaned up processes, and made things easier for the team to manage and scale.
- Handling 10+ client support queries weekly – making sure they're resolved quickly and feeding the learnings back into the product.
- Collaborating with devs, QA, support, and design to roll out meaningful improvements and unblock teams.
- Established cross-team documentation standards using Confluence, creating a single source of truth for 10+ client integration workflows
- Leveraged SQL analytics to optimize internal tool usage patterns, identifying bottlenecks and improving developer experience metrics

### PRODUCT MANAGER - GLOBALDATA PLC: LONDON, UK (MARCH 2023 - FEBRUARY 2024)

*GlobalData PLC, valued at £1.8 billion and based in London, provides data analytics and insights for various industries.*

- Identified emerging trends and competitor activities, leading to the launch of three new features that captured a 20% market share.
- Managed a 15-person development team using Scrum methodologies, JIRA, and Confluence with end-to-end management from sprint reviews, managing product roadmap to product demos and launch.
- Launched innovation rankings by collaborating with cross-functional teams (design, development, content, and marketing), boosting CTRs by 35% and user retention by 25% through targeted user research and usability testing.
- Managed 200+ product backlog items, created user stories, prioritized with RICE, and developed sprints, boosting user satisfaction by 30% and reducing development time by 20%.
- Contributed to £7 million in revenue growth by implementing SEO strategies in product development.
- Improved efficiency by 50% on a £3 million project through iterative A/B testing and client feedback.
- Reduced churn by 10% for the Globaldata Marketing Solution CRM product by conducting user interviews and usability testing for clients like HP and Visa.

## MANAGEMENT CONSULTANT - SILLYGOOSE: LONDON, UK (OCTOBER 2022 - MARCH 2023)

*SillyGoose Coffee, valued at £50 million, is a renowned coffee company known for its premium blends and innovative market strategies.*

- Developed recommendations that boosted customer satisfaction by 30% through consulting initiatives.
- Identified international expansion opportunities based on research insights.
- Increased customer satisfaction by 30% via thorough user and market research.
- Conducted taste test surveys and analyzed research data, pinpointing investment opportunities and growth strategies.

## ASSOCIATE PRODUCT MANAGER - ACCEDO (JANUARY 2020 - JULY 2021)

*Accedo TV, valued at £100M and based in Stockholm, offers high-quality video experiences for media companies.*

- Improved platform usability by 25% and reduced errors by 15% through rigorous user acceptance testing and feedback incorporation.
- Leveraged Agile methodologies, including sprint planning, 2-week sprints, demos, and retrospectives, improving project efficiency by 25% and accelerating product release cycles by 20%.
- Utilized platform analytics like Mixpanel and Google Analytics to drive decisions, optimizing product performance and increasing user satisfaction scores by 18%.
- Conducted user testing, gathered feedback, and iterated on product functionality, increasing user satisfaction by 25% and reducing support tickets by 30%.
- Launched a machine learning feature, enhancing user experience with 85% accuracy in predicting user preferences.

## SENIOR SOFTWARE DEVELOPER - R SYSTEMS INTERNATIONAL LIMITED (JUNE 2015 - JANUARY 2020)

*R Systems International Limited, valued at £98M, offers IT services and solutions for global enterprises.*

- Increased downloads by 10x and doubled revenue within two months by launching an Android app's pro version.
- Developed a banking app with advanced biometric logins and Alexa integration, achieving 100,000 downloads in the first quarter.

## CERTIFICATIONS

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Certified Scrum Product Owner (CSPO) (Scrum Alliance), Project Management (Google), Product Management (Aha), Lean Six Sigma (Green Belt), and Contentsquare Expert Certification.

## SKILLS

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- **Product Management:** Use Case Definition and Prioritization, Roadmap Management, Product Lifecycle Management, PRDs and KPIs, Customer Segmentation
- **Technical Skills:** Java/Kotlin, Swift, C++/C, HTML/CSS, SQL, React, REST/SOAP, Python
- **Multilingual proficiency** (Hindi, English, Spanish, Mandarin)
- **Methodologies:** Agile, Scrum/Kanban, SDLC
- **Analytics:** Contentsquare, Mixpanel, Google Analytics, KPI Tracking, Data Analysis, OKR
- **Collaboration:** Cross-functional Team collaboration, Customer-Centric Approach, Stakeholder Engagement, and communication
- **Project Management:** Technical Integrations, User Journey Creation, Microsoft Office, Atlassian Suite, Git, Jenkins, Slack, JIRA, Tableau, Miro
- **User Research Methodologies:** Experience with user interviews, surveys, and testing.

## EDUCATION

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- Master of Business Administration (MBA) - Cranfield University, Cranfield, UK (September 2021 - October 2022)
- Bachelor of Technology - Indian Institute of Technology, Ropar, India (July 2011 - March 2015)