DAMANDEEP SINGH

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EXECUTIVE SUMMARY

Product Manager and builder with 6 years across B2B SaaS, payments and logistics platforms in India and Singapore. Strengths: fleet payments with risk & fraud controls, ERP integrations, compliance (SOC 2, TDS/GST), and AI agents built hands-on. Early product hire and former founder who owns outcomes from roadmap to launch to adoption.

EDUCATION

Singapore Management University (SMU), Singapore **Jan 2026 – Dec 2026**
Master of Business Administration (Entrepreneurship Focus)
- GMAT: 700 (GMAT Focus Edition: 645)

The LNM Institute of Information Technology, Jaipur, India **Jul 2017 – Apr 2021**
B.Tech in Communications & Computer Engineering

EXPERIENCE

SHOPBACK (Ecommerce Enablers Pte. Ltd.) | Singapore **Jun 2026 – Present**
APAC consumer (B2C) shopping, rewards & payments platform: 50M shoppers, 13 markets, 500K+ transactions a day
Product Management Intern
- Built and hosted a full-stack **AI agent and self-service portal for merchant onboarding**, **cutting integration-spec turnaround from several weeks to 7 days**, with full process transparency and no bypassed teams.
- Co-architected a company-wide AI knowledge base with the VP of Product, building graph-based retrieval and a self-healing evaluation loop that **raised answer-quality scores from 3/10 to 7/10** while **cutting LLM token usage by 70%**.
- Supported weekly business reviews and the **rollout of a cashback & merchant rates module across 13 markets**, building the pipeline that migrated legacy configs.

FRETRON PVT. LTD. | Gurugram, India **Jan 2021 – Nov 2025**
Fast-growing B2B SaaS logistics (TMS) platform for Indian enterprises: 15 to 100 employees and US$2M ARR in my tenure
Product Manager (Apr 2023 – Nov 2025)
- Led the **INR 6 Cr (~US$0.7M) CJ Darcl Legacy ERP Replacement** project as Product & Project Owner: built and rolled out the modules across 4 regions in a 5-phase parallel run, moving ~2,500 employees from SAP to the TMS (SAP retained as the ledger). **Delivered 20 modules 4 months early with full adoption, saving ~INR 10 Cr (~US$1.1M) a year in SAP licenses.**
- Built **fleet fuel-card payments module** with IOCL, BPCL, HPCL and Reliance partner merchants (limits, pump blocking, risk rules, fraud & tax checks) and IoT fuel tracking for theft, leakage and idle waste. Reached **~150,000 monthly active cards** at CJ Darcl and T9 Logistics; **fleets cut fuel costs ~10%**.
- Owned the end-to-end **Plant/Factory Automation solution**, connecting RFID tags & readers, boom barriers and weighbridges to the TMS in one touchless IoT workflow. **Cut plant congestion 50%** and raised dispatch throughput by a similar margin at IGL and Welspun plants.
- Designed and launched a **WhatsApp AI chatbot, a TMS AI Copilot and a spot bidding platform** for logistics service providers (LSPs); **monthly active LSP users rose 50% within 1–2 months**.
- Stepped in on product marketing when the team shrank to one person. Built targeted, domain-specific product demos and a product marketing canvas that **cut the sales cycle from 6 to 4 months**.
- Led **SOC 2 & VAPT certification**: ran platform-wide security testing, prioritized vulnerability fixes with engineering and **unlocked enterprise procurement approvals**.
- Managed cross-functional teams of 15+ across roadmap, planning and delivery, turning business needs into clear product requirements.

Associate Product Manager (Jan 2021 – Mar 2023)
- Launched Fretron's first TMS version (order management, live tracking, plant ops, billing reconciliation) and onboarded enterprise clients JSPL, CJ Darcl, Fena, Agarwal Packers and Jindal Stainless, **driving 3× revenue growth from INR 2 Cr to INR 6 Cr**.
- Led end-to-end SAP, DAX and Oracle ERP integrations (API & SFTP): mapped client workflows, designed the integration flow, aligned stakeholders on both sides and owned delivery through UAT.
- Supported **GPS/telematics integration with the TMS** for shipment tracking, turning noisy signals into **99.99% accurate real-time tracking** with proactive alerts that **delivered 95%+ OTIF SLA compliance and 100% failure transparency**.
- **Led SAFe agile adoption** and sprint backlog execution in Azure DevOps, **raising team productivity 20%**.

CJ DARCL LOGISTICS LTD. | Business Analyst Intern **May 2020 – Oct 2020**
- Wrote BRDs for TMS and freight marketplace platforms and ran UAT. Used SQL-based freight intelligence to improve return-lane utilization, **raising vendor engagement 20%**.

PROVIZO LOGISTICS | Jaipur, Rajasthan, India **Apr 2019 – Feb 2020**
Co-Founder & CEO

- Co-founded a bootstrapped logistics startup: built an 8-person team and a software marketplace MVP, and **onboarded 500+ fleet owners in 6 months** while running product, tech and GTM.

CORE COMPETENCIES

- **Product Strategy & Delivery:** Product Vision & Strategic Roadmap, R&D, Competitive & Market Discovery, Go-to-Market (GTM) Planning, Data-Driven Backlog Prioritization, Agile/Scrum Execution, Cross-Functional Collaboration, Stakeholder Management & Communication, Requirements Documentation (PRDs, BRDs) & Use Cases, Change Management, Business Processes & Reengineering, Commercial Operations, Finance & Billing Operations, Solution Design
- **Compliance & Risk:** Payment Risk Rules, Fraud Checks, Approval Workflows, TDS/GST, SOC 2, VAPT
- **Agile & Project Management Tools:** Microsoft Azure DevOps, OpenProject, Notion, ClickUp
- **Product Design & Wireframing:** Figma, Figma Make, Canva
- **Data Analytics & Visualization:** SQL (MySQL), Trino MCP, Google Analytics, Mixpanel, Amplitude, Tableau, Microsoft Power BI, Metabase, Google Sheets, SPSS
- **AI Tools & Proficiency:** ChatGPT, Claude Code, Cursor, Abacus.ai, Gamma, Replit, Lovable, AI-led MVP Development, Skills, Plugins & MCP Creation, Custom Harness or Agent SDK Setup
- **Others:** Postman, GitHub, Metrics Definition, Technical Product Management

TRAINING & CERTIFICATIONS

- AI for Everyone (2023) – Coursera; Building a Multi-Agent System – CrewAI
- Better User Stories (2021), Agile Estimating and Planning (2021) – Agile Mentors
- Business Analysis Fundamentals (2020), Business Intelligence Analyst (2020) – Udemy

EXTRACURRICULAR ACTIVITIES & COMMUNITY SERVICE

- **Secretary & Treasurer** – SMU Master's ELC (Elected Leadership Committee)
- Served as **Organizing Committee Head for Vivacity, LNMIIT (2019–2020)**, leading operations & artist management and **securing record sponsorships of INR 40 lakh**
- Competed in the **state-level swimming competition in Rajasthan, India**