

DEEPENDRA DORNAL

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Summary

Strategic and data-driven Product Manager with 9+ years of experience delivering enterprise SaaS products across Logistics, Warehousing, and Supply Chain domains. Capable at owning full product lifecycle, from discovery to go-live and aligning customer pain points with scalable, intuitive tech solutions. Proven expertise in managing cross-functional teams, building roadmaps, and launching high-impact B2B platforms across web and mobile. Strong command over agile product development, stakeholder collaboration, and user-centric design. Known for translating complex operational problems into seamless product experiences using data, user feedback, and competitive insights. Experienced in building 0-to-1 solutions, driving GTM strategies, and leading digital transformation for fast-scaling logistics and e-commerce businesses.

Skills

- Product Management: Leadership, Stakeholder Management, Go-to-market Strategy, Problem Solving.
- Tools: ChatGpt, Loveable, V0, Claude, Codex, Vibe Coding, Agentic Dev, JIRA / Azure DevOps, Confluence, Balsamiq, Figma, Mixpanel, Whimsical.
- Techniques: Analytical Thinking, User Research, Prioritization, Roadmapping, Data Analysis, A/B Testing, UAT, Release Notes, Epics, User Stories, Requirement Gathering.

Experience

EMIZA INC | Mumbai, India
Principal Product Manager
02/2024 - Present

- Led WMS (Atlas- web and mobile), LMS (Shippigo), Billing System (Internal), VMS (Part of Atlas).
- Led the integration of different OMS channels like Easyecom, Unicommerce and Shopify and Marketplace channels like Flipkart, Amazon, Myntra, Ajio.
- Handled B2B, B2C and D2C Clients.
- Collaborate with cross-functional stakeholders.
- Create and Maintain Product related documents like PRD, Release Notes.
- Create and maintain Epics and User stories in JIRA.
- Mentor and Manage UAT and Business Analyst team.
- Share weekly product status updates with the CEO and Co-founder.

Jio Tesseract | Navi Mumbai, India
Technical Product Manager
01/2023 - 01/2024

- Conducted market research and analyzed customer feedback to identify product requirements.
- Developed product roadmaps, strategies, and timelines for new products.
- Orchestrated the launch of XR Companion & XR Trainer (AR and VR Applications), enhancing real-time collaboration for remote teams and elevating productivity by 70%.
- Collaborated with cross-functional teams, ensuring smooth transition from user story development to GTM Activities and Google Play Store publishing.
- Led and mentored a team of two product managers, enhancing product processes and development.

Delhivery Limited | Bengaluru, India
Product Manager
08/2021 - 12/2022

- Collaboratively rolled out a new LMS application in international markets, significantly enhancing the end-to-end customer user experience.
- Conducted user research and usability testing, culminating in the creation of an intuitive application interface.
- Collaborated closely with UX/UI design teams to refine product interfaces, increasing user satisfaction ratings by 30%.

Xpressbees Logistics Pvt. Ltd. | Pune, India
Associate Product Manager
06/2020 - 07/2021

- Played a pivotal role in expanding the company's product reach into international markets, resulting in a 20% increase in global user adoption.
- Implemented a series of process enhancements in warehouse management, resulting in a 25% increase in operational efficiency.
- Managed the warehouse management system, ensuring seamless operations and inventory tracking.
- Oversaw integrations with key partners including Shopify, Bajaj Finserv, and Razorpay, streamlining transaction processes and enhancing customer checkout experiences.
- Created detailed documentation on product specifications, use cases, and release notes.

Softlink Global Pvt. Ltd. | Mumbai, India
Software Product Manager
08/2016 - 05/2020

- Managed the LogiSys ERP system, focusing on the enhancement of various modules including Warehouse, Transport, and User Management.
- Led a successful revamp of the User Management System and the UI/UX redesign of the LogiSys ERP system.
- Led the successful development of LogiSys Mobile Application
- Gained in-depth knowledge of Freight Forwarding, Customs, Transport Management, and Container Freight Station Systems.
- Managed roadmap of multiple software products from concept through launch and post-launch maintenance.
- Led the successful integration of advanced technology solutions in logistics management, enhancing system capabilities by 40%.
- Researched customer needs through surveys, interviews, focus groups, and other methods of gathering data.

Education

Narsee Monjee Institute of Management Studies | Mumbai | June 2022
PGDBM in Management Information Systems

K. J. Somaiya Institute of Management Studies And Research | Mumbai | June 2016
MCA in Information Technology

Certifications

- Professional Scrum Product Owner (PSPO/CSPO), scrum.org
- Python 101 for Data Science
- Project Governance and Project Management Office (PMO)
- Google Web & Analytics Series

Accomplishments

- Awarded with "Go That Extra Mile" award at Jio Tesseract for exemplary performance and timely delivery.
- Awarded for outstanding innovation in product management and successful international market expansion.
- Honored for leading and inspiring the product team to achieve significant operational efficiencies.
- Acknowledged for the successful integration and enhancement of the LogiSys ERP system.

Hobbies and Interests

- Staying updated with tech news
- Exploring new tech gadgets
- Engaging with music: exploration, listening, and editing
- Playing eSports