

Karan Varma

Senior Product Manager

Summary:

Experienced Product Manager with 5+ years of experience in leading growth strategies, building enterprise solutions, and offerings for transformation projects. Proven ability to create compelling use cases and transformation strategies, collaborate with decision makers, and drive ideation and solution design workshops. Eager to learn and apply my skills to the IoT industry.

Work Experience: 5+ Years



ClearGlass Analytics

Oct 2021 – present
Senior Product Manager

- Aligned stakeholders' vision to product growth strategy, effectively communicating priorities, and managing product roadmaps to meet customers' needs
- Developed a high-value benchmarking product for institutional clients, collaborating closely with internal stakeholders and conducting experiments. **Resulted in a 20% increase in annual recurring revenue (ARR)**
- Drove digital transformation in the orthodox pensions and investment industry leveraging key partnerships and industry SMEs building a **low-cost, high-yield** enterprise offering
- Collaborated on the Go-To-Market Strategy for the manager platform; onboarded 400+ investment managers (incl. Credit Suisse, BlackRock, etc.) to the enterprise platform; **increased product adoption rate by 3.5X within two quarters**

Nov 2018 – Sep 2021
Product Manager

- Launched new digital platform for submissions with an automated guide and validation checker post experimentation; **reduced lead submission time by 34%**
- Built and optimized the **Data Validation Engine** by simplifying complex financial logic incorporating real-time feedback, **improved completion rate by 40%**
- Improved manager platform user experience (UX), login process, and overall user journey. **Received a Net Promoter Score (NPS) of 40, indicating high customer satisfaction**
- Drove company growth by focusing on the North Star metric of "Number of Benchmarkable mandates". **Launched a data quality platform that achieved a 20% growth in this metric**
- **Led a cross-functional team of 10** incl. Analysts, Designers, CS, Marketing, and Engineers. Launched the first data ingestion and analysis platform, **servicing 250+ institutional clients in the first year**
- Helped onboard and impart **on-site product training & demos** to the Sales and Marketing team in London. Ran HubSpot workshop for managing [Deal pipeline, marketing campaigns, and automation](#)
- Oversaw the successful application of ClearGlass in **Tech Nations' Rising Star competition and won**. [Read announcement](#)



Simform

Feb 2018 – Oct 2018
Business Analyst

- Introduced a consultation based approach to the business requirement process, **increased deal closure rate by 30%**
- Led the Mvp proposal creation to close a client (an international sports body) with a **final invoice value of \$70k**. Also worked on several **IoT-solutions** offerings for B2B and B2C clients in the **USA**
- Awarded **Employee of the Quarter** at the company



VC ERP

April 2017 – June 2017
Management Intern

- Collaborated with industry professionals to analyze internal business processes, technical requirements, and best practices
- Crafted dynamic dashboards for sales analytics, planning, and reporting



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Writings

[Internet of Things \(IoT\)](#)

[Blockchain 101](#)

Skills

- KPI Formulation
- Dual-Track Agile
- User-Focus
- A/B Testing-Experimentation
- Data Analysis & Synthesis
- Relationship Management
- Risk Assumption Mapping
- Product Marketing
- Industry & Market Research
- Coaching & Mentorship
- Business Casing
- Excel Financial Data Modelling
- Communication & Influence
- Business Intelligence

Tools

- Figma, Sketch
- Miro, Jira
- Power BI, Tableau
- HubSpot
- Segment, Mixpanel
- Hotjar
- Airtable, SQL
- Excel, Microsoft Office

Education

- MBA (Marketing and Finance), PDEU
- Bachelor of Commerce, GU