

Kishore Rathod

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SUMMARY

"Entrepreneurial co-founder with 2 years of experience in e-commerce startups and a solid foundation in the FMCG sector. Trained in Product Management from ISB, Passionate about data-driven decision-making and delving into the 'why' behind customer buying habits. Committed to continuous learning and adapting to emerging Tools and Technologies, Driven to excel in fast-paced environments, contributing innovative ideas, and exceeding expectations."

EXPERIENCE

CO-FOUNDER/Product Owner

October 2021–November 2022

WOKE Private Limited

- * Spearheaded the transformation of a registered LLP into a Private Limited company, ensuring compliance with government regulations
- * Successfully pitched the business model to potential venture capitalists and Secured pre-seed funding of INR 15L from a US based VC for this start-up's idea.
- * Researching and reviewing proposals for Product and Web Development from potential external partners/agencies in order to outsource the effort.
- * Directed day-to-day internal and outsourced activities, including Product and Web Development, Legal planning, Status reporting, and financial management.

FMCG Industry

November 2022–September 2023

Manager

- * Managed a diverse FMCG product portfolio, including food, beverages, personal care items, and household goods.
 - * Developed and implemented efficient distribution networks, expanding reach to new retailers and increasing product availability by 15%.
 - * My responsibilities encompass all aspects of product management, from development to branding, pricing, and packaging strategies. Setting and achieving sales targets, building efficient distribution networks, and collaborating with various stakeholders like distributors, retailers, and wholesalers are all part of my daily activities.
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EDUCATION

BBA

July 2018– September 2021

Major in Human Resources . Osmania University .Hyderabad

Commerce

June 2016– July 2018

High School Diploma .Shree Neelkanth Vidyapeeth International School

CERTIFICATIONS/COURSES

Product Management

February 2023

ISB [Indian School of Business]

Booming Bulls Academy

May 2022

Trading 2.0

Skills

Technical Skills :Prototyping and Wireframing,Documentation and Product Definition , Data Analysis,A/B Testing,User Experience (UX) Design,Product Analytics, E-commerce Platform, Agile/Scrum Methodology ,Statistical Analysis.

Tools : Figma, Amplitude ,Notion ,Google Analytics,Microsoft Power BI Basics ,Google Optimise ,Microsoft Teams,Zoom, SurveyMonkey,Google Forms,ProductPlan,Google Docs/Sheets/Slides, Miro, Productboard .

Non Technical Skills : Problem-Solving , User-Centric Mindset,Stakeholder Management,Critical Thinking,Leadership and Influence,Adaptability,Cross-Functional Collaboration,Strategic Thinking,Negotiation Skills, Product Planning and Roadmapping

INTERESTS

- * Ping Pong [TT]
 - * Long Drives
 - * Market Trends Evaluation [Technical analysis]
 - * Sport Enthusiast
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Languages

- English
 - * Hindi
 - * Telugu
 - * Marwadi
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HYPERLINKS

Portfolio : [Kishorerathod](#)

Linkedin :[KishoreLinkedin](#)

Twitter: https://twitter.com/Kishore_Rathod
