Suchi Bansal

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EXPERIENCE

Product Manager Jun 2023 – Present

Samsung Electronics(Open Innovation Team) *Noida, U.P*

- Established partnerships with IITs to execute innovative technology initiatives, led cross-functional teams that developed two groundbreaking features projected to improve engagement metrics by 25% within 6 months post-launch.
- Launched Medication Tracking Feature in collaboration with Tata 1mg impacting 7.1 million user base(Oct 2024).
- Blood Glucose Project and AI based Image solutions with IITs. Spearheading Blood Glucose Project in collaboration with IIT focusing on enhanced diagnostic accuracy for over 10 million users managing diabetes.
- Lead partnership with 'Bobble AI' to deploy feature enabling customers to share stickers in regional languages without any 3rd party app dependency with revenue potential of over 1 million.

Product Manager Jan 2020 – May 2023

Samsung Electronics(Wearable and S Health Team) *Noida, U.P*

- Led comprehensive launch of 'Gestures' and 'Quick Launch' features, resulting in a user engagement increase by 40%, initiating 3 new product lines within the mobile application based on customer feedback.
- Launched 'Snore detection' and 'Sleep coach' feature respectively, in response to great user feedback for snore detection with acquisition rate of 25% in first 6 months.
- 30% smartwatch users engaged with 'Sleep coach' within first 3 months.

Product Manager Jan 2019 – Dec 2019

Samsung Electronics (C Brand Market Sensing) *Noida, U.P*

- Analyzed feedback from 500+ survey responses revealing critical customer preferences that directly informed product development strategies; enhanced segmentation accuracy for targeted campaigns by a measurable increase of 25%.
- Conducted in-depth analysis of over 1,500 user feedback responses and survey results to uncover critical trends affecting C brand; findings specifically targeted three major issues leading to a 15% drop in customer retention.
- Executed user interactions analysis guiding introduction of new product lines like Fan Edition(FE), M, A series recording sales of 1 billion+ (India only) in 2020.

Assistant Product Manager Jan 2017 – Dec 2018

Samsung Electronics(Make For India Initiative) *Noida, U.P*

- Increased product adoption by 20% by developing strategic roadmap and tracking performance metrics across Indian market.
- Instrumental in the development of innovative features like 'UDS' and 'S-Bike mode', directly aligning with the 'Make for India' initiative, with adoption rate of 42% in the 1st 6 months.
- UDS enabled 50% mobile data savings,and saw 60% adoption rate while 'S-Bike' witnessed 50% user engagement within 6 months of the launch.

Assistant Manager Jun 2014 – Dec 2016

Samsung Electronics(Translation and Interpretation) *Noida, U.P*

- Translated feature documents, E-mails, PPTs, PLM issues of flagship project Translated 50+ technical reports, emails, and presentations for flagship project quarterly; ensured clarity in technical specifications during global rollouts for over 30 projects monthly.
- Reduced average interpretation request response time from 48 hrs to 24 hrs, handled 15-20 interpretation assignments per week.

EDUCATION

Tata Institute of Social Sciences Gurugram, India

Executive MBA in HR and Administration *Apr 2020 – Mar 2021*

Mudra Institute Of Communications Ahmedabad, India

Managing Brands and Marketing Communications *Jun 2020 – Sep 2020*

Selected Projects

CESD Sustainability Hackathon 2025 | *EcoCreds*   Feb 2025

- ∗ Platform that incentivize sustainable actions like green travel, eco friendly hotel stays, and low-impact events through a gamified rewards system.
- ∗ Strategy to Incentivize 100K+ sustainable actions, implement carbon credit programs across 50+ businesses in transport, hospitality, and events, contributing to a 15-20% reduction in carbon footprint.

E-Summit 25 | *EcoVoyage-Carbon-Offset-As-A-Service*   Jan 2025

- ∗ Designed a comprehensive strategy for carbon credit-based loyalty program, focused on Partnerships, Revenue models, Consumer Engagement, Scalability, Impact KPI & metrics.
- ∗ Developed a multi-revenue model, including transaction fees, B2B subscriptions, and corporate sustainability programs, projected to generate 150Cr+ revenue in 3 years and target of 1M+ active users in Y1.

ReachifyMe GoToMarket Strategy | *GenAI Hackathon*   Dec 2024

- ∗ US Market expansion strategy for ReachifyMe, creating multi-channel acquisition plan targeting 100+ paid users at $14/month with 65% gross margins.
- ∗ With the strategy of expanding in market through organic channels like Reddit, Twitter, Incubation and Accelerator programs reduced customer acquisition costs from $200 to $50.

Patents

Method and System For Secure Data Sharing | *Patent ID 201941021587*   30 May 2019

Action Emojis | *Patent ID 201811046219*   6 Dec 2018

Technical Skills

Product Expertise: Market Research, Customer Feedback Analysis, User Experience (UX) Design, Agile Methodologies, Stakeholder Management, Product Roadmapping, Feature Prioritization
Product Tools:ADO, Jira, Aha!, Miro, Pendo
Design and Prototyping Tools: Figma, Whimsical, Canva, Webflow, Wiz, UI Design Prototyping Tools
Data Analysis Tools: PowerBI, Tableau, Google Analytics, Mixpanel, MS Excel, A/B Testing Tools, SQL
Engineering Acumen: Machine Learning Products, Generative AI Applications, Integrations, Cross-Functionality Collaboration Techniques
Certification: Certified Scrum Master