

# HARSHADA YERPUDE

Associate Product Manager (APM)

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## PROFESSIONAL SUMMARY

Product-minded operator with 10+ years turning ambiguous execution problems into structured solutions. At Accenture, led rollout and adoption of new features for a leading global social media platform — translating product updates into training, surfacing adoption friction, and closing the feedback loop with the product team. Completed Airtribe's AI-First PM programme, delivering validated B2C MVPs. Strong cross-functional communicator comfortable with LLMs, AI agents, prompt engineering, and RAG. Seeking APM / PM roles that value both operational depth and product thinking.

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## CORE COMPETENCIES

*Applied across 10+ years of operations experience and the Airtribe AI-First PM Programme (2025)*

### Strategy & Discovery

- Product Strategy & Roadmap
- MVP Definition & Scoping
- User Research & Product Discovery
- Market & Competitive Research

### Execution & Delivery

- PRD Writing · User Stories · Acceptance Criteria
- Sprint Planning · Agile / Scrum
- Product Lifecycle Management

### Analytics & Prioritization

- RICE & MoSCoW Prioritization
- A/B Testing · Funnel & Cohort Analysis
- KPI / OKR & North Star Metrics

### Leadership & Adoption

- Stakeholder Management & Leadership
- Cross-functional Collaboration
- Product Enablement & Adoption
- Root Cause Analysis & Process Improvement

**Tools** Jira · Figma · Amplitude · Google Analytics · Excel · Confluence · Notion · Lovable AI · ChatGPT · Claude · LangChain · Postman · Zapier · Whimsical

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## PROFESSIONAL EXPERIENCE

**Product Operations, Trainer & Quality Analyst** · Accenture Solutions

*Jun 2018 – Present*

*Achievement: Primary enablement lead for a leading global social media platform's product rollouts — owned training and adoption programmes for frontline teams on new features, policy changes, and product initiatives.*

- Led cross-functional alignment between platform product initiatives and ground-level execution — translated feature updates into structured training and drove adoption across frontline teams.
- Synthesized qualitative feedback and field observations post-rollout; identified adoption friction and escalated actionable insights, closing the loop between end users and the product team.

- Managed stakeholder relationships across operations, quality, training, and client teams — aligning on rollout timelines and resolving blockers.
- Owned and iterated a QA framework: defined KPIs, ran performance audits, and delivered data-driven process improvements.

#### **Technical Support Specialist** · Sutherland Global Services

*Jun 2017 – May 2018*

- Resolved complex technical issues for end users, building strong instincts for diagnosing user pain points.
- Assisted the quality team with audits and coaching; identified recurring failure patterns through structured data review.

#### **Adjudicator — Medical Billing** · Hexaware Technologies

*Oct 2015 – May 2017*

- Assessed insurance claim accuracy against complex policy terms, building rigor directly transferable to writing precise acceptance criteria.
- Onboarded new joiners and shared domain knowledge, improving team productivity.

### **PRODUCT PORTFOLIO**

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*Full case studies, PRDs & prototypes at [the-minimal-viable-harshada.lovable.app](https://the-minimal-viable-harshada.lovable.app) · All projects scored 4+/5*

#### **Smart Pickup Point Suggester — Uber India**

*User Research · PRD · Prototype*

Conducted primary user research to identify GPS pickup friction; delivered a full PRD with user stories, KPIs, and go-to-market strategy, and built/validated a Lovable prototype.

#### **VitaFit — Community & Instructor Engagement**

*Retention · PRD · User Stories*

Root-caused a Day-30 retention gap on a fitness platform; launched two social retention features with a full PRD, user stories, MoSCoW requirements, and rollout plan.

#### **Zepto — AOV Optimisation**

*Analytics · RICE · Case Study*

Delivered an AOV growth strategy by identifying spend anxiety as the root cause via user segmentation and data analysis; RICE-prioritized solutions targeting measurable basket-size growth.

### **CERTIFICATIONS**

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- **AI-First Product Management** · Airtribe · 16-week immersive 2026
- Agile / Scrum · Working knowledge

### **EDUCATION**

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Bachelor of Management Studies · Mumbai University · 2015 – 2019