BHAVIK MAKWANA

PROFESSIONAL SUMMARY

Seasoned Product manager with ~8 years of experience across Internet marketplaces, consumer-tech & travel. I have launched ML & GenAI based solutions at Amazon Pay, DeliveryHero & Blibli.com.

Worked in product areas of Search & discovery, Product led Growth, Compliance and efficiency.

WORK HISTORY

Principal Product Manager,   **07/2022 to 01/2024**
DeliveryHero SE - Germany/Remote

- Led Search & Discovery experience across 6 brands ~72 impressions/month across 24 countries, 2 squads
- 0 → 1 Launched Ads product on search bar, increasing CVR by 6% for restaurant partners and revenue by €600k/quarter
- Enhanced discovery of Restaurant chains, leading to increased conversion for out-of-stock food items by ~1.37%
- Defined & launched Menu search, increased micro conversion by ~7% on menu pages
- Defined personalized recommendation strategy on search – leading to 2% CTR and 0.43% conversion uplift globally.
- Launched ready-to-render display ads with carousel on listing – easy to setup for restaurant partners – increased ad revenue by 3.8%

Senior Product Manager,   **11/2020 to 06/2022**
Blibli.com - Indonesia

- Automated content review with 7 ML models' integration, reducing ~40% queue & 10k man-hours/month
- Launched Gen AI based Catalog pre-fill flow, increased conversion by 15%
- Launched ML model based fake products identification, reduced returns by ~3% for 500 brands
- Introduced bulk product creation with excel & URL, Increased product creation by ~5X and 40% share
- Created AI assisted flow to detect & update category/brand of the products - reduced rejections by 25%
- Designed & launched simplified workflow to auto-send products back to sellers, - coverage ~15%, saved 2k manhours/month

Fintech Product Manager,   **08/2018 to 10/2020**
Amazon Pay - Bengaluru, India

- Led 0 to 1 launch of Travel platform & Bus bookings on Amazon pay - Owned Customer research, defined BRD & UX, UAT, Beta launch and roll out
- Led platform product: Self-service - multiple cancellations, Traveler profile, Retargeting & booking reminders
- Defined and launched retargeting & reminders on travel bookings - +$5M additional revenue via conversion uplift
- Reduced payment & booking failures with UPI payment method on travel platform, ~99.8% success rate
- Integrated accelerated rewards for Prime users on ICICI co-branded cards for travel, ~20% booking share
- Integrated ML model for real time abuse/fraud prevention - saved 5M USD
- Anchored tech partnership for Government bus bookings on Amazon.in bus bookings, ~18% in bookings volume.

CONTACT

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UK: RIGHT TO WORK

- Tier 2 – Partner Dependent visa – valid till 2026
- EU – German blue card holder valid till 2026

SKILLS

- 0 to 1 Product launches
- Platform Product Management
- Product Strategy & leadership
- Product Prioritization & Roadmap
- A/B tests, UAT and Beta tests
- UI/ UX for Apps/Web
- Fintech/Payment/ UPI
- Internet Marketplace

Product Manager,   **01/2018 to 08/2018**
Tapzo - Super App - Bengaluru, India

- Led product integration with API partners & grew it 20x in 4 months
- Spearheaded SDK integrations with leading Indian Banks through app SDK - 300% growth in Q1, 2018
- Executed product road map with integrations across categories - Hospitality, Entertainment, Travel - RTCs

Digital Product Manager, BFSI   **05/2016 to 12/2017**
Genpact - Gurgaon, India

- Launched App experience Latitude Financial Services: 4.5 ratings (11.5k reviews)
- Designed contact center automation through Digital Technologies - NLP, ML - led to $50Mn impact

EDUCATION

M.B.A, Operations & Supply Chain,   **2014-2016**
Symbiosis Institute of Business Management - Pune, India
Founded operations & supply chain club

B.Tech, Electronics & Communication,   **2009-2013**
Charotar University of Science And Technology - India

LANGUAGES

English

Fluent

Hindi

Fluent

Gujarati

Native