Somansh Agrawal

Lead Product Manager @ TOEFL (An ETS Product) | M.Eng (UNSW), B.Tech (VIT)
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- Experience: **More than half a decade of international experience** spread across **Ed-Tech**, **Career-Tech**, and IT
- Soft skills: **Agile delivery, Digital transformation**, **Problem-solving, Stakeholder management,** and communication
- Hard skills: **JIRA, Confluence, Figma, Intercom, Amplitude and MS Clarity, Visio, MS Suite and Miro**

PROFESSIONAL EXPERIENCE

Lead Product Manager | ETS | Hybrid (Gurgaon, India)   *Feb'24-Present*
- Collectively strategized and initiated executing on a potential **$5M opportunity** by launching **TOEFL Access** to inject a fresh revenue stream into the business unit leading a core team of **12 people** and collaborating with more than **five** units
- Demonstrated early value and proof of concept for TOEFL Access via **Alpha** and **Beta** with a NPS of **56** and a SUS of **83**
- Ideated and saw the launch of a central **SharePoint site** to **streamline** and **align** ETS internal stakeholders for TOEFL BU
- Led a **competitive insights** exercise to launch **seven** new test centers, generating **560 TOEFL** tests within **six** months

Product Lead | Pivot Careers Private Limited | Gurgaon, India   *May'23 – Dec'24*
- Spearheaded [Pivot 2.0 delivery](#) within four months to increase **user activation** by 20% and paid sign-ups by 45%
- Successfully deployed **WhatsApp and Zoom integrations** with the core product to reduce workloads by 60%
- Led the design and implementation of **SEO strategy** and product analytics strategy to include **Mixpanel and MS Clarity**

Product Manager | UNSW Business School | Remote (Gurugram, India)   *May'22 – May'23*
- **Managing a team of five developers across time zones**, **planning** product sprints, **verifying** quality **testing**, maintaining documentation, **prioritizing** cases, and leading stakeholder management using **JIRA, Confluence and Microsoft Teams**
- Led the development of [SciConnect Platform](#) MVP to secure stakeholder buy-in impacting more than **1000 students**
- Executed **30+ major enhancements** in the [myBCom platform](#) to increase the **user engagement by 30%** propelling growth
- Assisted in the Discovery phase to define **data endpoints for integrations of platforms** to central student systems with IT
- Embedded **site-analytic** tools in platforms, enabling data-driven statistics to top management and insights in **user behavior**

Associate Product Manager | UNSW Business School | Sydney, Australia   *Dec'20 - May'22*
- Delivered the myBCom platform impacting **4000+ students and 50+ staff in an aggressive timeline of eight months**
- Liaised with more than **five stakeholders** including vendors, UNSW IT, developers, academic staff, vendors, and students
- Oversaw the six-month delivery of the [myMCom platform](#) and instituted more than **five processes** from scratch to **reduce staff and administrative workloads by 50%**

Digital Education Officer | UNSW Business School | Sydney, Australia   *Aug'19 - Dec'20*
- Designed, scaled and executed the online proctored exams project impacting **4000+ students and 30+ staff in 10+ courses**
- Spearheaded expert educational consultations with over **50+ academic staff in 20+ Moodle** based official courses with a focus on **integrating technology and third-party platforms in Moodle LMS via LTI**

SELECT PRODUCT MANAGEMENT PROJECTS
Zomato Food Recommender System | Masters Union   [Presentation Link](#) | [Figma Link](#)
- Proposed Zomato Quickie for to provide food recommendations quickly, with the goal of **reducing ordering time by 30%**
- Developed wireframes and prototypes in Figma with a detailed launch and marketing strategy including **product metrics**

Google Barter, Google Pay | Masters Union   [Presentation Link](#) | [Figma Link](#)
- Proposed Google Barter, a seamless way to **trade unrelatable coupons** via a **dedicated public community** in Google Pay thereby stimulating a projected increase in **user engagement by 20%**

EDUCATION

- Product Management MasterCamp | Masters' Union School of Business | India   *Class of May'2022*
- Master of Engineering (Telecommunications) | UNSW Sydney | Australia   *Class of 2017-2019*
- Bachelor of Technology (Electronics and Communication) | VIT Vellore | India   *Class of 2013-2017*
- Professional Scores: GMAT (720), GRE (311), TOEFL (107) and PTE (90)

SELECT ACHIEVEMENTS & CERTIFICATIONS

- **Agile Project Management – Foundations + Practitioner | Issued by APMG International**   *Jun'21 & Apr'22*
- **Negotiations Essentials** | Issued by the Australian Graduate School of Management (AGSM)   *Nov'21*
- **John Prescott Award for Outstanding Teaching Innovation (x2)** | Issued by UNSW Business School   *Sep'20 & Sep'21*

EXTRACURRICULAR ACTIVITIES

- Won the People's Choice Award for **Project Linkup** with a diverse bunch of six members in the UNSW Heroes program
- Participated in the zonal level volleyball championship representing the Gurgaon district
- Hobbies – Budding Saxophonist, Travelling (road trips), Gardening, Reading and [writing on medium](#)