

SUCHI BANSAL

Product Manager | Strategy & Innovation

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SUMMARY

Adaptable and result-oriented product manager with 8 years of experience in resolving and catering solution to customer pain points. I have a proven track record of driving product strategy and business goals. Proficient in agile methodologies and data-driven decision-making, with a strong track record of successful product launches and lifecycle management.

EXPERIENCE

06/2023 - Present	●	Product Manager
Noida, India		Samsung Electronics (Open Innovation Team) - Startup sensing and University collaboration, driving on-device solutions for the identified problems statements together. - Launched Medication Tracking Feature in collaboration with Tata 1mg impacting 7.1 million user base.(Oct 2024) - Heading Blood Glucose Project & AI based Image solutions with IITs. - Leading 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.
01/2020 - 05/2023	●	Product Manager
Noida, India		Samsung Electronics (Wearables & S Health Team) - Led end-to-end launch of the big seller 'Gestures' and 'Quick Launch' features. - 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.
01/2019 - 12/2019	●	Product Manager
Noida, India		Samsung Electronics (C Brand Market Sensing) - Developed & Implemented online and offline surveys to gather insights on evolving customer segmentation, sentiments, preferences and pain points. - Analyzed user feedback & survey data to identify emerging trends & threats by C brand. - Developed detailed customer journey maps to visualize user interactions guiding introduction of new product lines like Fan Edition(FE), M & A series of Samsung, M series recorded sales of 1 billion+ (India only) in 2020.
01/2017 - 12/2018	●	Assistant Product Manager
Noida, India		Samsung Electronics (Team - 'Make for India') - Increased product adoption by {20%} by developing strategic roadmaps and tracking performance metrics across {5} markets. - Instrumental in featuring innovative features such as 'UDS' and 'S-Bike mode' centered around 'Make for India' initiative in J series. - UDS provided 50% mobile data savings,and saw 60% adoption rate while 'S-Bike' witnessed 50% user engagement within 6 months of the launch.
01/2014 - 12/2016	●	Assistant Manager
Noida, India		Samsung Electronics (Translation & Interpretation) - Translated feature documents, E-mails, PPTs, PLM issues of flagship project - Interpretation support for kick-off meetings, issue discussions & conferences

EDUCATION

04/2020 - 03/2021	●	Executive MBA in HR & Administration (People Management)
Gurgaon		Tata Institute of Social Sciences (TISS)
06/2020 - 09/2020	●	Managing Brands & Marketing Communication
Ahmedabad, India		Mudra Institute of Communications, Ahmedabad (MICA)
07/2012 - 06/2014	●	Proficiency in Korean Language
New Delhi, India		Delhi University
07/2008 - 06/2011	●	Bachelor of Arts (Political Science)
New Delhi, India		Delhi University

SELECTED PROJECTS

CESD Sustainability Hackathon 2025 | EcoCreds

📅 2025 📍 India

Platform that incentivizes 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 | EcoVoyage-Carbon-Offset-As-A-Service

📅 2025 📍 India

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 Go-To-Market Strategy | Product Space GenAI Hackathon

📅 2024 📍 India

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 & Accelerator programs reduced customer acquisition costs from \$200 to \$50

KEY ACHIEVEMENTS



Spearheaded 'Startup Summit 2023'

Brought India's most Innovative AI, Health & Audio tech startups together like Bobble AI, Beatoven, Digital Doctor etc. on Samsung Platform.



Make for India Initiative

Developed 'UDS' & 'S Bike' mode exclusively for Indian customers in J series which made record sales of 8 million units capturing 58% of India's affordable smartphone.



Curated Academic Summit 1.0

Hosted a groundbreaking event at SRI-N to enhance Industry-Academia collaboration, bringing together renowned IIT professors on the company's platform to collaboratively discuss key problem statements crucial to the user journey.



Increased Shipment Volume by 200%

Launched 'Snore detection & 'Sleep coach' feature in Watch 4, which then had QoQ growth of more than 200% in 3rd quarter, recorded brand's best shipment ever then.



Developed Market Intelligence Board

Developed MIB tool for automating competitor analysis through open sources and report generation based on defined parameters

SKILLS

Market Research & Analysis		Data Analysis	Stakeholder management		UX/UI Design	SQL	Figma
Google Analytics	Mixpanel	Power BI	Customer Feedback Analysis		Partnership Negotiation		Microsoft Office
Agile & Scrum Methodologies		Usability Testing & Surveys		Prototyping	Android OS	Open Innovation Strategy	
AI/ML product Integration		Product Innovation	Strategizing Integrations & Partnerships				
Product Ideation/Mission/Vision		Go-To-Market Strategy		Product Roadmap	Cross- functionality Leadership		
Business Process model & notation		Startup collaboration		Data Management & Signal Processing			Business Analysis
API Management	Contract Management & Negotiation			Leadership & Team Building		Customer advocacy	
Collaboration & coordination		Solutioning	Creative	Conflict Resolution & Prioritization			Generative AI

INNOVATION - PATENT GENERATION



Method & System For Secure Data Sharing using Block Chain Network

Filed May 30, 2019 : 201941021587



Action Emojis

Filed Dec 06, 2018 : 201811046219

CERTIFICATION

Certified ScrumMaster (CSM)

Gained expertise in Scrum methodologies and agile project management from Scrum Alliance.

INTERESTS

Travelling, Adventure, Excursion, Sports