

# SANKHA MISHRA

Product Manager

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## EXPERIENCE

### Product Manager & Strategist

#### RideShield ( EMBA Product Idea )

2025 - Present   India

Impact Protection Jacket & Smart Mobility Safety Platform

- Built an app-first safety system for Indian motorcyclists-serving both touring riders and urban gig workers
- Led user segmentation, problem framing, and GTM
- Prioritized crash detection, weather intelligence, and safety scoring based on JTBD insights
- Applied PET framework to build user trust in safety-critical features
- Launched app-only MVP to validate before investing in hardware manufacturing
- Achieved high engagement across both enthusiast and gig user bases; de-risked hardware roadmap

### Product Manager

#### AiDash

04/2022 - 04/2025   India

AI-Powered Intelligence Vegetation Management IVMS Platform & FieldPro Mobile App

- Conducted discovery with field ops and compliance teams
- Launched FieldPro, a native mobile app for field crews with offline maps, GPS tagging, and hazard tree reporting
- Defined MVPs, ran pilots with US utility partners, and iterated via live field feedback
- Aligned engineering, design, and customer success across web, mobile, and backend teams
- Reduced vegetation-related outages by 20% and lowered inspection costs by 30-40%; boosted field productivity by 50%

### Product Manager

#### Field Buddy (SP Jain Product Management Certification Capstone Project)

2024 - 07/2024   India

Forensic Operations Platform

- Led end-to-end discovery, design, and launch of an offline-first field documentation app
- Introduced voice input, weather auto-fill, photo editing, and version history workflows
- Shipped AI-generated report summaries, enabling 60% faster reporting cycles
- Collaborated across field engineers, tech leads, and report reviewers for iterative UAT
- Cut report cycle times by 60%, increased data quality, and improved stakeholder satisfaction

### Solo Builder (PM + Dev)

#### MedReminders

2025 - Present   India

Personal Health Companion

- Identified the problem through direct observation: seniors drop off from complex health apps
- Used PET framework and voice-of-customer principles to design a clean, offline-ready solution
- Built and shipped the app using React Native + AI copilots to bridge my dev gaps
- 100% daily adoption by target user; demonstrated the power of empathy-led product building

## EDUCATION

### MBA

#### SP Jain Institute of Management

01/2023 - 01/1970   India

## CERTIFICATION

#### Product Management Certificate - SP Jain Institute of Management

Product Management Certificate

## SUMMARY

I am a Product Manager with over 10 years of cross-domain experience in building user-first digital products. My expertise lies in empathetic discovery, rapid MVP execution, and achieving clear, measurable outcomes in various sectors such as mobility and healthtech. I excel at translating ambiguous problems into tangible, successful products through collaboration across teams

## KEY ACHIEVEMENTS

### Impactful MVP Launches

Successfully launched and validated multiple MVPs, significantly improving user engagement and operational efficiency across various industries

## TRAINING / COURSES

### MBA In Product Leadership

Currently pursuing an MBA specializing in Product Leadership

## PROJECTS

### Product Teardowns

India

Product Teardowns for user friction analysis and UX improvements

- Published insights on Amazon Prime and Flipkart Mobile Checkout to highlight user experience improvements