

Mohit Kumawat

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Profile

Product manager with **5 years** across B2B SaaS and B2C, from owning a **\$1.4M** ARR product line to building an **AI-powered** consumer app. Led a cross-functional team through **US FDA** clearance and **GTM**. Drove **145%** conversion improvement, and built AI quality systems with **98%** user satisfaction.

Education

IIT Bombay, Bachelor of Technology

2017 – 2021 | Mumbai

Skills

Conversion Optimization | GTM Strategy | Retention | User Research | LLMs (RAG) | Data Analytics/SQL | A/B Testing | AI Prototyping | Jira, Figma | Mixpanel, Amplitude

Professional Experience

Product Manager, Hoomanely (Pre-seed, B2C) Aug 2024 – Present | Bengaluru

AI-powered pet care platform helping pet parents with personalized health guidance

- Grew D2C pet commerce to breakeven by redesigning purchase funnels. Increased AOV **71%** (₹700 → ₹1,200) through data-driven bundling, upsell sequencing, and repeat purchase loops
- Improved install-to-signup conversion by **145%** (23% → 57%) and signup-to-activation to **90%** by funnel, identifying three friction points, and running targeted A/B tests — driving 3x MAU growth in 4 months
- Built a context-aware content system personalized by pet breed, age, and location, replacing generic articles that had 4% engagement with targeted recommendations that drove **50% M1** retention and **80%** longer sessions
- Designed a QR-based physical pet tag as an acquisition growth loop, driving organic installs at **\$0 CAC** and seeding a **3,000**-member community that serves as top-of-funnel for hardware sales
- Defined the quality of the **AI** pet care **assistant**, built an eval framework, tuned retrieval(RAG), and set confidence thresholds so the system, rather than hallucinating, achieves **98%** user satisfaction

Product Manager, Dozee (Series B, B2B SaaS) Aug 2021 – Jul 2024 | Bengaluru

India's first US-FDA cleared contactless remote patient monitoring system

- Owned product P&L for Dozee's **\$1.4M ARR** remote patient monitoring system deployed across **250+** hospitals, drove product decisions that generated **16K+** life-saving interventions
- Promoted **2 times** in 3 years (APM to PM to Senior PM), awarded 'Change Maker of the Year' twice for leading strategic product launches in the US and India
- Identified that hospital admins (the buyers) couldn't see the value nurses (the users) were getting, built **Impact Reports** quantifying lives saved and costs reduced, increasing device upsells by **30%** and boosting renewal rate from **62% to 85%**
- Led a 12-person cross-functional team through US market entry, FDA 510(k) clearance, and GTM for **\$2M** ARR product line
- Solved the critical alert fatigue problem; nurses were ignoring **90%** of alerts. Used data to build a smart tiering and snooze system, reducing alerts per shift from **30-40 to 4** while preserving clinical accuracy
- Cut customer complaint rate from 10% to **1%** by building diagnostic tools that gave field teams real-time visibility into device issues, and upskilling **100+** support staff

Projects

Prep Architect (self-built) [✍](#)

Built an AI-powered prep tool that maps a candidate's experience to company-specific interview patterns, reducing interview prep time from **10+ hours** to under **15** minutes

The Real PM (self-built) [✍](#)

A tool that plugs into Slack/Teams, captures tasks from natural conversation, infers ownership, and surfaces blockers. Deployed internally to reduce standup overhead and missed follow-ups

Leadership Experience

IIT Bombay, Head of Cultural Affairs

Apr 2019 – May 2020

- Led **150+** student creative community, developing skill-building programs in cinematography and video production; awarded 'Best Cinematographer of the Year'