

Devesh Rohan

HEAD OF PRODUCT · IIM KOZHIKODE · NIT HAMIRPUR

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Work Experience

Recur Club

Bengaluru, Karnataka, IN

HEAD OF PRODUCTS

Dec 2025 - Present

- Led product vision for commercial debt marketplace platform, processing **INR 1500 Cr+ annual disbursements** across 500+ active borrowers
- Rapidly built Partner Platform (no-code) to test channel viability, **generating 10% of monthly lead volume** without tech resources

SENIOR PRODUCT MANAGER

Jun 2025 - Nov 2025

- Reduced underwriting turnaround time by **30%** using ML, LLM-driven provisional ingestion and automated data pipelines
- Improved **internal CSAT by 9 points** in one quarter by redesigning workflows for teams managing 200+ monthly deals
- Improved reliability of AI-generated underwriting insights by enhancing data quality and implementing evaluation frameworks

PRODUCT MANAGER

Aug 2023 - May 2025

- Optimized borrower-lender matching algorithm, reducing **deal sharing time by 90%** while increasing **deal success rate by 8%**
- Launched RBI-compliant Virtual Account system processing INR 25 Cr+ monthly repayments, increasing **on-time collections by 20%**
- Built default analytics platform enabling recovery teams to prioritize high-value accounts, increasing recovery rate from 7% to 12%
- Spearheaded targeted referral program, boosting **outbound leads by 25% MoM** using Data Analytics and strategic customer segmentation

NoBroker

Bengaluru, Karnataka, IN

PRODUCT MANAGER

Feb 2022 - Mar 2023

- Executed data-driven user acquisition strategy, **scaling gaming DAU 10x and MAU 6x** while optimizing customer engagement metrics
- Drove **80% retention improvement** through behavioral analysis and incentive optimization for enhancing overall product stickiness metrics
- Boosted **Day 7 retention by 35% and Day 12 retention by 50%** by implementing incentive structures and brand reward programs

Gameskraft

Bengaluru, Karnataka, IN

ASSOCIATE PRODUCT MANAGER

Jul 2021 - Feb 2022

- Implemented agile ticket management system, optimizing support process and **reducing turnaround time** for enhanced user satisfaction
- Conducted in-depth funnel analysis, resolving critical UX bug to **reduce user drop-offs 10%** and improve conversion rates

Myntra

Bengaluru, Karnataka, IN

PRODUCT MANAGEMENT INTERN

May 2020 - Jun 2020

- Performed comprehensive e-commerce competitor analysis, identifying key product features and market trends for strategic planning
- Executed user research across 10+ cohorts, synthesizing insights to drive data-informed product decisions and enhance user experience

Samsung Electronics

Noida, Uttar Pradesh, IN

SOFTWARE ENGINEER

Jul 2016 - Jun 2019

- Responsible for maintaining 7+ modules related to Digital Rights Management (DRM) and security in Samsung's Tizen and Orsay platforms
- Spearheaded development of internal tool for vulnerability management, **improving team efficiency** and product quality assurance processes
- Innovated AR-based solution resulting in **India/US patent filing**, demonstrating product ideation and technological innovation

Education

Indian Institute of Management (IIM), Kozhikode

Jun 2019 - May 2021

MBA, GENERAL MANAGEMENT

National Institute of Technology (NIT), Hamirpur

Jun 2012 - May 2016

B. TECH, COMPUTER SCIENCE AND ENGINEERING

Awards & Achievements

Ring of Honour , highest annual recognition for exceptional product leadership and strategic impact	Recur Club	2025
Rising Star Award , recognized with quarterly award for exceptional performance and contributions to the product	NoBroker	2022
Among Top 100 Competitive Leaders, 2021 , across all Business schools and Engineering colleges in India	Dare2Compete	2021
Winner, Myntra Product Management Challenge , among the 4,500+ students participated in the case competition	Myntra	2020
Employee of the Quarter , Recognized with the award among the 1000+ employees	Samsung	2018
Co-authored a paper published in IEEE , for assisting architects by generating alternative floor plan layout designs	NIT Hamirpur	2017

Extracurricular Activity

Marathon Running • Himalayan Trekking • Reading (Product, Non-Fiction) • Football