

Sourodiptto Mondal

Founding Product Manager — Consumer Marketplaces & E-commerce

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SUMMARY

Founding Product Manager with 2 years of experience across product, growth and 0→1 execution, currently holding end-to-end product ownership at a D2C fashion marketplace. Scaled the platform from pre-launch to ₹5L monthly revenue, established the in-house engineering function, and introduced payment flows now accounting for 39% of order volume. Delivered two production AI systems: an 8,000-SKU cataloguing pipeline with confidence scoring and human-in-the-loop review, and a customer support assistant architected without LLM-generated responses to eliminate hallucination and prompt-injection risk. Grounded in product analytics, SQL and experimentation.

PROFESSIONAL EXPERIENCE

Founding Product Manager 06/2025 – Present
La-Fetch Gurugram, India

- Joined pre-launch with the storefront unbuilt and the codebase agency-owned; scaled the platform from ₹40K to ₹5L monthly revenue (12.5x) and from ~10 to ~75 weekly orders at ₹1,500 AOV, peaking at over 20 orders/day.
- Shipped partial-COD and EMI checkout via Razorpay and GoKwik to address cash-on-delivery drop-off; partial COD now accounts for 39% of all orders, contributing to a 7x increase in weekly order volume.
- Led an in-house AI cataloguing system that tagged 8,000+ SKUs across seven attributes, combining product descriptions, existing tags and images through two-model consensus with high/medium/low confidence scoring, auto-approving high-confidence tags and routing ~1,500 uncertain SKUs to human review; the resulting attribute tree became the site's navigation taxonomy.
- Designed and shipped a button-driven customer support assistant covering order tracking, cancellations, returns and refunds, deliberately excluding free-text input and LLM-generated replies to eliminate hallucinated policy answers and prompt-injection risk; scoped the Claude API to post-conversation summarisation only, with a fail-safe path so summariser downtime cannot affect a live chat.
- Established the in-house engineering function and migrated the full codebase off external agencies, removing vendor dependency on the core platform.
- Owned the first sale event end-to-end, covering load balancing, network stabilisation and live sprint triage, and set up AWS staging, deployment and network security from scratch.

Associate Product Manager (Internship) 01/2025 – 05/2025
Pallete (Twinleaves) Bengaluru, India

- Analysed funnel drop-offs and behavioural patterns in Mixpanel to identify product opportunities, translating findings into prioritised iterations in a 0→1 environment.
- Authored PRDs and established structured feedback loops across engineering and design, reducing execution ambiguity during API and product integration work.

Growth Associate 06/2024 – 01/2025
Perfect Homz Bengaluru, India

- Identified growth opportunities through performance and market analysis, shaping targeted acquisition initiatives that contributed to a 23% increase in sales.
- Built MySQL-driven customer segmentation to refine campaign targeting, reducing marketing costs by 17% quarter-over-quarter.

Product Strategy & Operations Associate - Founders Office 09/2022 – 04/2024
Zing Bengaluru, India

- Analysed customer behaviour and operational friction to inform a strategic shift from pre-order to bulk delivery, improving fulfilment efficiency and adoption.
- Synthesised customer and market insights to shape the early business model and go-to-market direction in a 0→1 environment.

SKILLS

- Product: Product Strategy, 0→1 Execution, Product Analytics, Funnel Optimisation, Experimentation, Retention, Stakeholder Management
- Data & AI: SQL, Mixpanel, Python, LLM Integration, AI Product Design, Human-in-the-Loop Systems
- Platform & Tools: AWS, Razorpay, GoKwik, Figma, Jira, Tableau

EDUCATION

B.Tech., Electrical & Electronics Engineering 2024
Presidency University Bengaluru, India