SAI SUDHA SETH

SENIOR PRODUCT MANAGER

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PROFESSIONAL SUMMARY

Product Leader with a proven track record of creating innovative, user-centric solutions and leading high-performing teams in both start-up and corporate environments. Experienced in product development, management, and strategy creation, with a strong ability to **conduct research**, make **data-driven decisions**, define and execute product **roadmaps**, and **collaborate cross-functionally** to deliver products from concept to launch under tight deadlines.

Successfully launched a high-impact SaaS Leasing solution in a fast-paced environment and led teams in developing B2B and B2C marketplace products for a **$750M** business, including building a leasing solution from the ground up that generated **$22M** in its second year. Passionate about leveraging modern technology to solve complex problems and deliver impactful results.

EXPERIENCE

HappyCo | Remote   **May 2023 – Dec 2023**
Product Manager

- Led the development of a configurable SaaS solution for leasing teams, aligning customer needs with business goals. Facilitated weekly client sessions to provide updates and gather actionable feedback.
- Guided **Agile** product development from concept to launch, defining strategy, MVP, and product roadmap. Successfully positioned leasing solutions in the US market, driving early adoption post-launch.
- Served as the SME, conducting user and market research and collaborating with UI/UX teams in **Figma** to define design solutions. Aligned the strategy with key stakeholders to ensure a unified approach.
- Structured projects into epics, features, and stories in **Jira**, managing the backlog, and **prioritizing user requirements** by business value and user feedback. Managed development process and proactively removed blockers to maintain momentum, ensuring on-time sprint releases.
- Reduced errors by 30% by redesigning a complex post-lease change process ensuring accurate application refills, lease, and addendum signings with a strong focus on a user-centric design.
- Improved issue resolution by 25% and ensured faster client updates by streamlining feedback and bug-tracking processes. Partnered with QA to develop a structured testing approach, improving test coverage by 30%.

CoStar Group | Atlanta   **Aug 2015 – Nov 2022**
Group Product Manager   **Feb 2022 – Nov 2022**

- Led a high-performing product team, driving 1.2 billion renter visits and generating 120 million leads. Managed hiring, onboarding, and ongoing mentorship to foster growth and professional development within the team.
- Conducted training sessions on product management and design best practices, enhancing collaboration across product, design, and content teams and promoting a culture of continuous learning.
- Collaborated with cross-functional leaders in engineering, design, marketing, legal, data analytics, customer success, and sales to align product strategy and drive feature development.
- Owned and communicated product reports and roadmaps, regularly presenting status updates to the executive team highlighting key achievements and performance metrics.
- Spearheaded the development of key features on Homes.com, including the Agent Directory and Listing

Detail, improving B2B2C partnerships and user experience through strategic vendor collaborations.
- Scaled tour scheduling integrations across 8,800+ apartment communities and 10 vendor partners, increasing engagement and operational efficiency with 730 million scheduled tours.
- Partnered with **go-to-market** teams to plan and execute product launches, focusing on pricing, advertising strategies, and market fit. Led post-launch efforts to monitor performance, gather insights, and refine scaling strategies for sustained success.

Senior Product Manager   Mar 2021 – Feb 2022
- Led the Apartments property management business, achieving 40% market penetration and generating $22M in revenue within two years.
- Spearheaded the development and expansion of the lease product, ensuring compliance with city, county, and state laws in collaboration with the legal team. The platform facilitated over 5,000 leases monthly within two years of launch.
- Increased application adoption by 30% through **machine learning and predictive analytics**, identifying property owners likely to activate applications in collaboration with the data science team.
- Enhanced application adoption, CTR, and engagement by leveraging **A/B testing**, user research, and **surveys**. Optimized key metrics, leading to a 4,000% increase in monthly applications and a 32% revenue growth within a year.
- Collaborated closely with mobile engineers to develop and enhance iOS and Android app features, utilizing data-driven insights to improve user experience and engagement.
- Reduced daily customer calls by 50% by utilizing FullStory to track user activity, creating over 150 help articles, and integrating an in-product help beacon to address FAQs.
- Developed forecasts and performance metrics in **Power BI**, working with the data science team to track and analyze product performance effectively.

Product Manager   Mar 2018 – Mar 2021
- Managed six engineering teams during peak development phases, utilizing **TFS** for task management and **Aha!** for product road mapping to ensure feature alignment and timely delivery.
- Integrated Cozy Rent Payment into Apartments.com, achieving a retention rate with less than a 3% drop in rent collections, and maintaining high user satisfaction.
- Developed a Premium product for property owners that enhanced property visibility through improved search page positioning, reducing vacancy time by 25% and generating additional revenue.
- Conducted **beta testing** and provided personalized high-touch service to support a nationwide launch, achieving 42,000 application starts per month by resolving critical issues collaboratively with the development team.
- Created wireframes using **Balsamiq** and **InVision** Freehand, supporting feature visualization and enhancing the design process.

Business Analyst   Aug 2015 – Mar 2018
- Led post-acquisition migration of Westside Rentals, defining feature redevelopment, cleansing data, managing website end-of-life, and overseeing user communication for a seamless transition.
- Boosted ad subscription sales by 10% in six months by creating performance reports on impressions and leads, enabling upsell from basic to premium tiers.

Network Communications Inc | Atlanta   Aug 2014 – Aug 2015
Quality Assurance Analyst
- Implemented a Content Management System app that enhanced customer property updates by 30% through rigorous design, testing, and launch processes.

EDUCATION

Masters of Journalism and Communication (MJMC) **|** Himachal Pradesh University, India
Bachelor of Communication and Journalism (BCJ) **|** Osmania University, India