

Anjani Kumar Singh

Product Manager · Platform, Growth
· CRM · Loyalty, AI

CONTACT

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SKILLS

PRODUCT MANAGEMENT

Product Strategy · Roadmap
Ownership · Prioritization · Continuous
Discovery · PRDs · 0→1 & Scale · Build
vs. Buy

ANALYTICS

Funnel & Retention Analysis · A/B
Testing · Metrics Definition · SQL · GA4
· Looker · Tableau · Microsoft Clarity

PLATFORM & DATA

API Integrations · Webhook · Platform
Migrations · CRM & CDP Systems

LLM APPLICATIONS

AI Use-Case Prioritization · MCP
Workflows · AI-Assisted Research &
Prototyping

TEAM MANAGEMENT

Cross-Functional Leadership ·
Influence Without Authority ·
Stakeholder Alignment · Agile · Jira

EDUCATION

IIIT Bangalore & Liverpool John Moore's University

MS in Data Science and AI
MAR 2026 – PRESENT

IIIT Bangalore

Advanced Certification in UI/UX
Design
OCT 2025 – MAY 2026

National Institute of Fashion Technology

B.F.Tech (Textile Engineering)
AUG 2010 – MAY 2014

CERTIFICATION

Scrum Alliance

CSPO — Certified Scrum Product
Owner
ID-001735579 · 2025-01-12

PROFILE

Product Manager with 8+ years of product management experience (12+ years overall) delivering **high-impact consumer and commerce products** across **AJIO, Dream11, Udaan, Just Wines, and Zigly**. Currently leading **Platform, CRM, Loyalty, and AI at Zigly**, owning **digital transformation** initiatives spanning **Shopify migration, omnichannel platforms, CRM, CDP, WMS, OMS, AI-powered personalization, recommendation engines, lifecycle marketing, and intelligent workflow automation**. Passionate about building **products** that combine **customer obsession, scalable technology, and AI to drive business growth and operational excellence**.

EXPERIENCE

Zigly.com (Cosmo First Ltd.) — Omnichannel Pet Care Platform

Apr 2025 – Present

PRODUCT MANAGER — PLATFORM, GROWTH, CRM, LOYALTY & AI

Directly managing the Product and Design team and the task allocation of the engineering team for an omnichannel business - e-commerce website, app and 50+ stores offering products, veterinary, grooming services and e-pharmacy, owning every initiative from strategy through shipped, measured results.

- ◆ **Zigly Platform** — Made and executed the build-vs-buy call to migrate from Magento to Shopify, eliminating recurring engineering dependencies; daily orders grew 10 → 120 (12x) in 4 months, with **30% higher AOV** and 40% better platform performance.
- ◆ **Appointment module** — Built a 0→1 vet + grooming appointment module, integrating it with scheduling software — resulting in **60 bookings/day**.
- ◆ **Call volume reduction** — Cut inbound call volume 70% through two self-serve launches combined: the appointment module and post-order automation (order status, returns, refunds on the website).
- ◆ **E-pharmacy** — Launched e-pharmacy (OTC + prescription medicines), opening a regulated category that now contributes **15% of monthly revenue**.
- ◆ **Loyalty Program** — Launched an omnichannel loyalty program, integrating it with Shopify and in-store POS (Wondersoft) to give a unified experience to users — points earned and redeemed across both channels.
- ◆ **CRM Platform** — Selected Zoho CRM over Salesforce on cost-benefit grounds; led deployment and integration of all platforms — web, calling, ticketing, POS, vet scheduling, loyalty points — into a single customer view.
- ◆ **WMS/OMS Platform** — Led WMS/OMS deployment and integration with multiple systems — ERP, Website, Store POS, Marketplace channels.
- ◆ **Calling Software and Ticketing Tool** — Deployed core operations infrastructure: cloud calling + ticketing (every call, email, and social contact becomes a tracked ticket) and a WMS that improved inventory accuracy.
- ◆ **Zigly Comes Home** — Launched Zigly Comes Home, expanding Zigly's service portfolio with in-house veterinary and grooming solutions to enhance customer convenience and service accessibility.
- ◆ **Built an AI-Ready, Pet-Centric CDP** — Built a unified customer and pet data platform enabling AI-driven personalization, recommendations, and lifecycle marketing.
- ◆ **Launched AI-Driven Life-Event Marketing** — Designed AI-triggered lifecycle campaigns based on pet life events, behaviour, and predictive churn insights.
- ◆ **Connected Clinic, Store & Support with AI in the Loop** — Integrated AI across clinics, retail, and support to automate recommendations, prescriptions, and customer assistance.

Justwines.com

Jul 2024 – Mar 2025

PRODUCT MANAGER — PLATFORM & GROWTH

- ◆ **Conversion Improvement** — Ran structured conversion experiments across onboarding, discovery, and checkout — improving conversion rate from **3% → 5.5% (+83%)** and reducing bounce rate by **14%**.
- ◆ **Experimentation** — Built a hypothesis-driven experimentation framework: defined success metrics, structured A/B test logic (control/variant design, minimum detectable effect), and scaled winning insights across the funnel.

Dream11 *(FanCode.com)*

Jun 2022 – Dec 2023

PRODUCT MANAGER — PLATFORM (0→1)

- ◆ **Roadmap & Prioritization** — Defined 0→1 strategy and roadmap for a new sports commerce vertical, using MoSCoW prioritization to balance customer trust, reliability, and rapid MVP delivery.
- ◆ **UX Improvement** — Owned the end-to-end journey — catalogue, checkout, fulfilment, post-order — reducing drop-offs through behavioural flow analysis and iterative journey fixes.
- ◆ Ran continuous qualitative discovery (structured interviews, behavioural analysis) to surface activation barriers, converting findings into a prioritized backlog that improved early product-market fit.
- ◆ **Personalization** — Shipped a jersey personalization feature through rapid experimentation, lifting AOV and conversion while holding quality bars.
- ◆ **Integration** — Led cross-system integrations (OMS, WMS, logistics) with engineering, designing for scalability and low fulfilment failure rates.

Udaan.com

Jan 2022 – Jun 2022

PRODUCT MANAGER — B2B PLATFORM

- ◆ **Vendor Onboarding Platform** — Owned product strategy and roadmap for the B2B vendor onboarding platform, managing compliance requirements, workflow automation, and data validation across multiple vendor segments.
- ◆ Built onboarding automation systems improving activation speed while maintaining regulatory compliance and reducing onboarding errors and operational overhead.
- ◆ Designed edge-case handling logic for complex multi-vendor flows, improving data integrity and reducing downstream operational failures.

Ajio.com *(Reliance Retail)*

Mar 2018 – Jan 2022

DEPUTY PRODUCT MANAGER — GROWTH & DISCOVERY

- ◆ **Funnel Tracking** — Doubled site conversion from 1.6% to 3.2% by owning the full funnel (Homepage → Collection → PDP → Cart → Order) and running daily funnel diagnostics.
- ◆ **Navigation & Filter** — Led a navigation and filter architecture redesign across all category pages — mapping taxonomy to discovery behaviour and analyzing CTR at each filter touchpoint — improving discoverability and reducing top-of-funnel drop-off.
- ◆ **UI Improvement** — Improved PDP-to-cart conversion from 4% to 4.6% (+15%) by redesigning the PDP with trust markers and clearer information architecture, validated through controlled tests.
- ◆ **Inventory Lifecycle on Frontend** — Built a real-time product lifecycle tagging system (New Launch, Bestseller, Selling Fast, Low Inventory) driven by sales velocity and inventory signals — a reusable capability whose scarcity mechanics improved add-to-cart rate.
- ◆ **Mobile App Notification** — Built a scalable mobile push notification framework, enabling personalized, real-time, and lifecycle customer communication across the app.
- ◆ **Analytics** - Built search-to-PDP discovery analytics tracking CTR and high-intent behaviour, using the evidence to prioritize search relevance improvements.

HomeShop18.com

Jun 2014 – Mar 2018

ASSISTANT CATEGORY MANAGER

- ◆ Managed category P&L and business strategy, building a strong foundation in customer demand and supply dynamics.