

Priyanshu Mani

Senior Product Manager

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Senior Product Manager (SAFe® PO/PM) with 8 years of experience in products for digital banking, finance and IT startup. Skilled in end to end product lifecycle development from user research to post launch metrics. Proven track record of leading two large scale transformation projects - delivering scalable, user-centric and profitable solutions through data-driven decisions and strong stakeholder alignment.

KEY PROJECTS

- **Digital transformation:** Delivered full-stack mobile banking platform transformation spanning multiple modules including payments, CASA, investments, cards and lending driving +4 pt CSAT and +5 pt NPS
- **Limits & Authentication matrix:** Designed the complete matrix for secure retail banking access & transactions
- **Design & foundational framework:** Created a repository of re-usable and modular API first components that can be plugged and played across applications/ different channels complete with validations and API calls
- **Smartsan & Login page optimisation :** Top Performer, Q4 FY25 for iMobile login page optimisation resulting in average decrease of 2 seconds in app launch and 4x jump in UPI scan transactions
- **NFC based payments:** Launched contactless payments through Credit and Debit cards on Android with 5X growth feature adoption within 2 years of launch

WORK EXPERIENCE

Senior Product Manager | Digital Channels - ICICI Bank

Jul 2021 – Present

- Led end to end iMobile transformation project from product discovery to writing user stories, running cross functional sprints with strong stakeholder alignment across risk, compliance, UI-UX, engineering
- Driving innovations like **Apple Pay** (industry first, **API led development**), accessibility first multilingual experience on mobile, involving cross functional leadership
- Led key projects in UPI including UPI LITE e-wallet setup from design till execution with strong uptake of more than **6k setups per month** and high stickiness
- **Reduced UPI error rates by ~50%** by improving usability, tracking feature level reliability, funnel performance and KPIs using Adobe analytics & Dynatrace
- Increased successful scan payments by **4x for UPI payments** with SmartScan feature, executed from ideation to delivery
- Aligned third party products, vendors with long term goals, engaged with Fintechs for SDK integrations, renegotiated contracts **saving Rs ~1 crore/yr**
- Prioritising product backlogs using JIRA & defining sprint goals, regular refinement & healthy grooming aligned with product strategy and Objectives and Key Results (OKRs)
- Led and mentored junior product managers who are now leading their own features, building domain expertise, structured product thinking, and ownership of execution.
- Driving AI/ML based chatbot iPal's integration with personal finance/ spend management module to be able to answer user queries regarding their portfolios and spends
- Framed limits & authentication matrix for retail channels that define hard/ soft limits, step-up authentication, AI based monitoring required for any financial/non financial transaction to go through for **30 million monthly active users**
- Ensured 100% compliance with RBI's Digital lending guidelines across multiple channels and lending products without any audit observations, reinforcing platform trust and security
- Led delivery of design system & **API first components and patterns** to support releases, localisation at scale **cutting design/dev effort by ~40%**

- Led customer interviews, usability studies, demo sessions and workshops to find adoption gaps ensuring relevant feedback becomes part of product roadmap
- Launched contactless payments (NFC Tap-to-Pay) for Visa/Mastercard; **drove 5x adoption growth** in 2 years.
- Handled live issues for contactless card payments and resolved complex cross-entity integration issues with card networks, vendors, and internal engineering

Manager | Impaired Loans - ICICI Bank

May 2019 – Jul 2021

- Wrote requirements, tested and launched enterprise grade product for impairment & credit review used by **400+ RMs across geographies** & multiple control groups for **30% faster book closure**, enabling reporting in line with regulation
- Classified loans as performing/non-performing under I-GAAP/US-GAAP accounting principles; supported credit decisions & portfolio monitoring

Analyst | InRootz (IT startup)

Jul 2016 – Jun 2017

- Defined product strategy to offer delightful 360 degree digital tours of UNESCO heritage world sites along with an e-commerce portal for GI tagged crafts. Scaled e-comm and B2B event booking portal from **0 to Rs 4 lakh monthly GMV**
- Led field ops for heritage documentation covering 60+ heritage site clusters, travelling across 4 South Indian states with photographers and guides. Scaled the platform to **25-30k monthly users organically**

EDUCATION

MBA, Indian Institute of Management (IIM), Shillong (2017 – 2019)

CGPA: 3.49/4.33

Study Abroad: IESEG Paris – Innovation & Luxury Marketing (2018)

B. Architecture, Indian Institute of Technology (IIT), Roorkee (2011 – 2016)

CGPA: 7.51/10

CERTIFICATIONS

AI-Empowered SAFe® Product Owner/Product Manager - 2026

Google AI Essentials – 2024

Meta Android Development – 2024

Google Foundations of Project Management – 2021

FRM Level II (GARP) – 2019

SKILLS

- Product Management : User research, Product discovery, Product Strategy and Roadmap, Backlog grooming, API first product development, Product KPIs & Reporting, PRD creation
- Data: A/B Testing, Data Analysis, Google Analytics, SQL, Tableau
- Agile: Lean and Agile methodology, Scrum, User stories creation, Test cases, Backlog management, Sprint planning
- Tools: Figma, PowerPoint, Notion, Excel, Adobe analytics, Dynatrace, Google Analytics, JIRA, Confluence
- UI/UX: Wireframing, User Journey Mapping, Prototyping, Usability Testing, Accessibility Guidelines
- Fintech: Digital Payments, UPI, NFC, Core Banking Integrations, Reporting technology, Regulatory Compliance, Risk & Fraud Monitoring, Lending Platforms, Personal Finance Management (PFM) Tools, APIs, Identity, Vendor integrations
- Soft Skills: Stakeholder Management, Vendor management, Cross-functional collaboration, Problem Solving, Communication, Partner integration