

MONISHA SOOD

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PROFESSIONAL EXPERIENCE

SecondWind Pro

06/25- Present

Product Manager – Strategic Partnerships

- Led 0→1 launch of NIL Platform MVP serving 500+ D1 athletes; drove 40% school adoption by defining product roadmap and leading cross-functional team of 8 across engineering, data, and fundraising.
- Secured \$500K+ in fundraising by owning GTM strategy and product vision; conducted user research with 30+ schools/collectives, prioritizing features using RICE framework aligned to donor OKRs.
- Improved partner onboarding and time-to-value through workflow automation, scaling engagement across 100+ institutions while reducing manual operations by 70%.

Flyhomes

Product Strategy (Sales Ops & Leadership)

06/23 - 06/24

- Owned compensation platform redesign delivering \$48MM cost savings; managed \$600K/month in payouts with 100% accuracy by analyzing market trends and building predictive data models.
- Built KPI and performance dashboards driving 28% productivity improvement and 17% CSAT increase across 60+ sales reps.
- Designed a scalable onboarding system for 50+ sales associates; reduced ramp-up time by creating standardized training programs and mentorship frameworks.

Associate Product Manager

04/22 - 06/23

- Owned end-to-end product lifecycle, reducing SLA by 8% through user research, rapid experimentation, and continuous UX optimization.
- Drove 32% CSAT increase by leading cross-functional testing initiatives and sprint planning; built SQL-driven analytics to track KPIs and optimize delivery speed.
- Accelerated product delivery by 20% by implementing agile workflows; defined milestone criteria and conducted retrospectives to ensure strategic alignment.

Senior Operations Associate

01/21 - 03/22

- Built data-driven pricing strategy generating \$50K savings per transaction; developed analytical frameworks enabling informed client decision-making.
- Delivered operational excellence across 200+ closings; collaborated cross-functionally with lenders and internal teams to maintain high customer satisfaction.
- Improved compliance by 78% by creating training programs and SOPs for 7 team members, standardised processes through systematic quality checkpoints.

Operations Associate

06/19 - 12/20

- Increased efficiency by 52% by building workflow automation using Zapier; reduced operational dependencies and streamlined core processes.
- Audited 500+ transactions, improving accuracy and compliance; created dashboards to monitor performance and identify process improvements.

PROJECTS

Flexera Product Manager – MBA Capstone

09/25-12/25

- Built an AI-enabled win/loss analytics dashboard for RevOps teams, translating deal data into actionable insights that improved forecasting and GTM decision-making.
- Led discovery and PRD development with engineering to launch an MVP in 12 weeks aligned to GTM and revenue priorities.

EDUCATION

University of Wisconsin-Madison, Wisconsin School of Business

05/2026

Master of Business Administration, Technology Strategy and Product Management

Punjab University, India

05/2018

Bachelor of Arts, Sociology Honors

AWARDS AND RECOGNITION

- 'Product Impact Champion' for launching MVP, driving 70% reduction in manual operations and increasing user engagement.
- 'The Most Trusted Partner' for closing \$10M+ in contracts and building strong stakeholder relationships.
- 'Superstar of the Month' (Jan 2023) for improving productivity by 30% through process optimization and automation.

ADDITIONAL INFORMATION

PM Skills: Product Roadmapping, Product Strategy, Feature Prioritization (RICE, OKRs), User Research, Customer Discovery, Stakeholder Management, Cross-Functional Leadership, Agile/Scrum, Sprint Planning, A/B Testing, MVP Development, 0→1 Product Development, GTM Strategy, Data-Driven Decision Making, PRD Development

Certifications: Product Roadmapping (PRC™), Product Prioritization (PPC™), Generative AI for Product Managers, Six Sigma, SQL, MS Excel

Software: JIRA, Confluence, Figma, SQL, Python, Airtable, Zapier, Salesforce, Lucidchart, GitHub, R, Google Analytics, Mixpanel, Amplitude, Power BI