MRITYUNJAY MISRA

1125 Boylston Street, Boston, MA | 6179357877 | mmisra2301@gmail.com | LinkedIn

SUMMARY

Product Manager with 5 years of experience shipping AI-powered SaaS, LMS, CRM, and digital marketplace products that drive measurable business outcomes. Built products from 0-to-1 serving 2.5M+ users, cut sales enablement time by 90%, and improved completion rates by 30% through behavioral analytics. Experienced across the SDLC from discovery and roadmapping through launch and iteration, leveraging AI-assisted development tools (Cursor, Claude Code) to prototype fast and deliver with precision.

WORK EXPERIENCE

CMD+CTRL (Command and Control, previously Security Innovation)   **BOSTON, MA**
Product Manager   *Jan 2025 – Present*

- Spearheaded the end-to-end design and launch of CTRL AI, an AI-driven chatbot that automated personalized course and workflow recommendations for clients, reducing sales enablement training time by 90% and accelerating client onboarding decisions.
- Led Trial Ranges development, a self-serve trial experience for prospects to explore platform capabilities, shortening the sales demo cycle by 2 days and driving immediate client feedback that accelerated pipeline conversion.
- Owned Hint System launch; analyzed dropout KPIs across 600+ courses and 2.5M users via 15+ behavioral parameters in Tableau, validated through customer interviews, driving 30% completion rate improvement and 20% increase in account renewals.
- Formulated the 2026 Product Roadmap using competitor research, tradeshow insights, and Jira Product Discovery; facilitated Miro workshops to drive stakeholder buy-in across 10 platform features and 20 courses targeting identified market gaps.
- Analyzed 50+ support tickets to pinpoint critical user journey friction; authored PRDs and user stories backed by Figma mockups for Self-Enrollment, Assessments, and other roadmap features.
- Used AI-assisted development tools (Cursor, Claude Code) to build functional prototypes for product validation, reducing requirements-to-prototype cycle time and sharpening cross-functional alignment ahead of engineering sprints.

SECURITY INNOVATION   **BOSTON, MA**
Product Manager   *Jan 2024 – Dec 2024*

- Owned LMS Event Feature development, enabling clients and admins to manage learner events: creation, surveys, quick questions, reviews & ratings, and attendance; drove 150+ events and 20K+ engagements within 6 months, cutting manual coordination by 40%.
- Led UI/UX overhaul of BaseCamp product and Admin Portal, mapped current vs. future state workflows, identified friction in core user journeys, and shipped a modernized interface that improved task completion by 25% and reduced support escalations by 30%.
- Produced quarterly Release MarComm and Sales Training content, translating product updates into GTM-ready messaging and enablement assets, cutting sales ramp time by 35% and ensuring consistent go-to-market communication across 4 quarterly releases.
- Led Agile ceremonies including bi-weekly sprint planning, backlog refinement, and UAT cycles using Jira and Confluence, maintaining SDLC best practices across cross-functional teams.

DIGITAL BRAIN MEDIA   **NEW DELHI, IN**
Product Manager   *Jan 2022 – Aug 2023*

- Led end-to-end Agile development of OOHAPP, a SaaS CRM advertising marketplace from concept to launch growing DAU/MAU by 40% within 2 quarters post-launch by automating a manual ad booking and campaign management workflow.
- Reengineered the campaign booking-to-checkout workflow in app and web to eliminate friction in ad slot selection, achieving a 25% reduction in funnel drop-off and an 18% increase in booking completion rate.
- Optimized critical user journeys by redesigning homepage and product detail pages flows with Figma prototypes and A/B testing, increasing homepage engagement by 30% and overall conversion rate by 15%.
- Collaborated with engineering teams on API integrations between the marketplace platform and third-party ad inventory systems, defining requirements and validating endpoints to ensure seamless data flow across buyer and seller workflows.

QBIT LABS   **Uttar Pradesh, IN**
Business Analyst   *Jan 2021 - Dec 2021*

- Defined and documented client requirements for a logistics ERP platform through structured discovery sessions, producing BRDs and UML process models that reduced requirement ambiguity and accelerated engineering kickoff by 2 weeks.
- Tracked and analyzed post-launch product KPIs including conversion rate, AOV, and CTR using Power BI and Looker dashboards.

SKILLS

AI & Prototyping: Claude Code, Cursor, Replit, N8N, Prompt Engineering, Functional Prototype Development
Product Management: Product Roadmapping, PRD/BRD, User Stories, A/B Testing, User Research, MoSCoW Prioritization, Stakeholder Management, Wireframing, Competitive Analysis, UAT, JAD Sessions
Analytics & Data: SQL, Tableau, Zoho Analytics, Mixpanel, Amplitude, Google Analytics, Power BI, Looker
PM Tools: Jira, Confluence, Figma, Miro, Monday, Asana, Salesforce, HubSpot, Trello, SharePoint, MS Project, Excel
Methodology: Agile, Scrum, Waterfall, SDLC

EDUCATION

Master of Science in Business Analytics | Babson College, Boston, USA   *Aug 2023 – Dec 2024*
Bachelor of Commerce | University of Lucknow, India   *Aug 2018 – July 2021*