



# Manav Veer Gulati

Product Manager

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📍 Berlin, Germany

## EDUCATION

### Masters in Management

ESCP Europe

08/2018 - 10/2020

### Bachelors in Computer Science

VIT Vellore

06/2012 - 04/2016

## WORK EXPERIENCE

### Product Manager (Integrations & Tracking)

Grover

06/2021 - Present

Berlin, Germany

Achievements/Tasks

- Tracking and Tool Integrations
- AB testing Lead
- Ad & SEO optimisation

### Business Intelligence Manager

Grover

01/2021 - 06/2021

Berlin, Germany

Achievements/Tasks

- Amplitude, Braze & Snowplow integration
- Marketing analytics and spend optimisation
- KPI formulation and Dashboard Creation

### Marketing Analyst

Grover

06/2020 - 12/2020

Berlin, Germany

### Co-Founder

musicBru

01/2018 - 11/2018

Music app Provides a platform where users can brew a common playlist where each individual in the group can add songs of their choice on the go and in return restores peace in friendship.

### Software Engineer

PayPal

08/2016 - 08/2017

Achievements/Tasks

- Developed and documented BNPP loader for processor
- Successfully ramped down Legacy flow and shifted to Millennium flow.

## SKILLS

Database

AB Testing

Problem Solving

Analytics

Automation

Entrepreneurial

## PERSONAL PROJECTS

### Navigato

- A Cost Efficient Sensor based communication for the visually impaired.

### Dr.HealthCloud

- A device which measures factors like heart rate, oxygen amount, breathing rate, temperature of a human body and uploads them on the doctor's dashboard (IOT).

## PUBLICATIONS

### Adaptive Commodity Suggestion System (Match- BoT)

An Adaptive Commodity Suggestion System which results in an unparalleled browsing experience for the user and an efficient sales and successive inventory management systems.

### Crop growth simulation (Adaptive Crop/Plant Growth Assistance Learning algorithm)

Presented Paper at IEEE conference EMS 2015.

## ADDITIONAL INFORMATION

Well versed with SQL, Kafka, Java, C, C++, HTML, CSS, Visual Basic.

Working knowledge of Python, JavaScript, Typescript

Hands on experience with Amplitude, Braze, Snowplow, ETL tools (Matillion) Dashboarding tools (Tableau, PowerBI)

## LANGUAGES

English

Native or Bilingual Proficiency

Hindi

Native or Bilingual Proficiency

French

Elementary Proficiency