

Neha Gupta

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OBJECTIVE

A [Product Manager](#) with 10 years of experience building and scaling SaaS platforms across ERP, CRM, and Sustainability — spanning execution systems, action and user-driven products, data and infrastructure platforms, and portfolio-level product strategy, with a current focus on AI, internationalization, and ERP scale.

SUMMARY OF QUALIFICATIONS

Product Manager with 10 years of work experience in B2B SaaS domains - CRM/ERP/Sustainability. Shipped Workflow Automations and Event Driven Architecture, Implemented Chatbots/User Interactions using LLMs, Delivered Policy Engines, Owned Product-led Growth – driving outcomes like improved customer satisfaction, increased developer teams' productivity, and expanding into the SMB market. Adept at Product Execution, Problem Solving, Communication, Agile Development, Product Lifecycle Management, Customer Research, Team Mentoring, Context-switching.

PROFESSIONAL EXPERIENCE

- Product Manager, Flipspaces** **Noida, India** **Oct 2025 – Present**
- Set product direction for **AI-driven automation and ERP internationalization**, framing US and Vietnam expansion as an enterprise platform problem spanning compliance, workflows, and data standards, enabling scalable multi-geo adoption.
 - Established a **unified execution and sprint planning system** across product, engineering, and design, improving cross-team predictability, execution visibility, and delivery outcomes.
 - Built a scalable, decision-grade evaluation framework for an **AI analytics copilot**, defining deterministic ground truth across ERP/CRM data and using accuracy insights to drive roadmap, governance, and safe enterprise deployment.
 - Spearheaded end-to-end rollout of **Vendor Onboarding** for Vietnam and USA, digitizing responses for 200+ vendors, improving onboarding efficiency, and collaborating with operations, finance, design and engineering teams to standardize workflows across markets.
- Founder, The Butterfly Project Co.** **Noida, India** **Mar 2024 – Present**
- Designed a [proprietary behavioral framework](#) for product adoption, self-awareness and decision-making by synthesizing qualitative research across 50+ practitioners, translating abstract patterns into structured models for growth and adoption.
- Product Manager, Gainsight India Ltd** **Bengaluru, India** **Aug 2021 to Feb 2024**
- Owned product strategy for **identity, access, and analytics as foundational trust and governance layers**, influencing standards adopted across multiple teams to enable secure, scalable enterprise workflows.
 - Reframed fragmented integrations as an **API-first extensibility platform**, leading the launch of user-facing APIs that drove a step-change in customer satisfaction [NPS 31 to 73](#) while supporting ecosystem and partner integrations.
 - Designed a **flexible, role- and team-based permissioning framework** balancing usability, compliance, and global data regulations, contributing directly to ~\$4M in retained enterprise revenue.
 - Defined and scaled **workflow automation**, abstracting repeatable customer success patterns into reusable capabilities adopted by 40+ enterprise and SMB customers.
- Product Manager, MOZARK Ltd** **Gurugram, India** **Apr 2020 to Jul 2021**
- Defined and scaled a developer-focused [software testing platform](#) by aligning platform architecture, GTM execution
 - Framed telco diagnostics and reporting as an [event-driven data platform problem](#), delivering real-time analytics that accelerated operational insights by 6x and reduced reporting turnaround by 50%
 - Built [webhook-based automation](#) capabilities that integrated into customer systems, embedding **developer-first extensibility and PLG** into enterprise workflows
- Product Lead(Web), Noida Toastmasters Club** **Noida, India** **Oct 2016 to May 2018**
- Led redesign and modernization of the club's web presence, increasing engagement by 30% through improved information architecture, feedback loops, and analytics-driven iteration.
 - Mentored and onboarded new webmasters, creating documentation and processes to ensure continuity and operational resilience.
- Senior Systems Engineer, Infosys Ltd** **Hyderabad, India** **May 2014 to Sept 2016**
- Automated ERP invoice processing workflows, reducing cycle time by 66% and billing inaccuracies by 40% across 1,500+ monthly transactions, while supporting UAT and enterprise user enablement.

EDUCATION, CERTIFICATIONS, INTERNSHIPS, SKILLS

Masters in Business Administration, Indian Institute of Management, Lucknow, 2018-2020

BTech in ICT/Computer Science, DA-IICT, Gandhinagar, 2010-2014

Internships(India): Oracle, Bengaluru(BTech); ReNew Power, Gurugram(MBA); Paytm, Noida(Product); EY, Noida(Project)

Product Management Skills: Jira, Product Flows, Business Requirements, Market Analysis, Product Vision, User Research, Wireframing, Use Cases, Queries, Sprints, Excel

Conferences: Harvard College Conference 2020(Boston, Massachusetts, USA)