



SUKUL BAGAI

My aim in life is to use my creativity & leadership skills in order to make a difference and leave an impact. This mission drives me to build great products for customers

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Degree	Institute	% / CGPA	Year
PGDM (Business Management)	XLRI, Jamshedpur	5.469 / 8.0	2019 - 21
B. Tech (Computer Science)	MIT, Manipal	8.08 / 10	2013 - 17
Class XII	St. Columba's School	92.6%	2013

WORK EXPERIENCE (4 years)

Microsoft (Product Manager, MS Excel for Mobile & iPad) May '21 - current

Excel Mobile App Champ

- Drove in-market execution, leading to **maintained product NPS (50+)**, app ratings & reduced crashes
- Triaged feedback & oversaw accessibility conformance | Reduced **"hard to use" app feedback by 40%**
- Setup metrics & feedback signals for constant experimentation | Increased **mobile collaborators by 2X**
- Contributed to org-wide goal: **improved app retention by 10%**, increased commercial MAU by 30%

iPad Product Strategy & Vision

- Drove product strategy & vision | Enabled **frictionless collaboration** across disciplines & geographies
- Prioritized top Excel features unavailable on iPad | Reduced feature-related **detractor feedback by 80%**
- Conducted research to identify new iPad-specific patterns | Improved **engagement by 5%**, NPS by 5 pts.

Thought Leadership

- Won **2nd place in MS Global Hackathon** for innovative idea on viewing data differently on Excel iPad
- POC for mobile compete trends & experimentation within team | Identified self-cannibalisation in same

Amazon (SDE, India Mobile Marketing & Deals) Aug '17 - May '19

Customer Acquisition & Engagement Initiatives

- Automated ML-based deal recommendations as push notifications | Escalated **order rate by 390%**
- Developed feature that enables behavior-based product integrations in marketing communication to **10 million customers weekly** | Increased organic app installs by 15% & **feature engagement by 10X**
- Achieved clickthrough of 23.5% in recommendation emails to 1M+ customers for Diwali Sale
- **Boosted sign-in rate by 41%** through automating push notifications to a user base of 0.5 million daily

Process Efficiency Improvements

- Amongst the **Top 10 "Think Big" idea** entries presented to a panel of Amazon directors
- Improved hardware utilization by 32% pts | Optimised query time by 70% by re-modeling components
- Saved 100+ hrs of manual effort through automation | Identified solution to support 50% more SMS

INTERNSHIPS (10 months)

Microsoft (PM Intern, MS Excel) Apr '20 - Jun '20

- Enhanced **Excel Mobile app for SMBs** | Provided insights through primary & secondary research
- Identified precise customer workflows to propose a business case with mocks for a **new feature**

Amazon (SDE Intern, Softlines) Jan '17 - Jun '17

- Developed & launched a new feature worldwide, having **exposure to 2M+ users** per month
- Performed successful migration for 40% of all worldwide Amazon Brand Stores onto a new platform

Microsoft (SDE Intern, BizTalk Server) May '16 - Jul '16

- Built Machine Learning model to predict SLA hits/misses in 108 seconds with 96.9% precision
- **Winner of Microsoft Data Science Challenge** - built ML model to predict engagement with Bing ads

POSITIONS OF RESPONSIBILITY

Founding Member, ProdUX - Official PM Club @ XLRI

- Designed a ProdMan Compendium & oversaw participation in 3 corporate-partnered events

Technical Head, IECSE - Official CSE Club @ MIT

- Recruited & led a team of 120 members to conduct 30+ events, having participation from 25+ countries
- Part of the team that brought in sponsorship worth ₹5L from national players like IBM & Tata Steel

PASSION PROJECTS

- Creative Expression: Stickman Ideates [[Link](#)]
- Won 15+ collegiate coding competitions; representing university at ICPC regionals
- Winner of multiple Toastmasters' impromptu speech & storytelling contests
- Coached 10 underprivileged children from urban slums as part of an NGO, U&I
- Developed an open-source Image Processing toolbox, in collaboration with IITB