

Contact

www.linkedin.com/in/snehakulukuru (LinkedIn)

Top Skills

Backlog Management
Product Management
Team Management

Languages

Spanish (Elementary)

Certifications

Post Graduate Certification in Data Science
Torchbearers Award
Graduate Certificate of Public Policy - Technology Specialization

Sneha Kulukuru

Product | VC | E Commerce | ISB (Torchbearer Awardee) | Tech Policy | Social Impact
Bengaluru, Karnataka, India

Summary

Sneha has about 6 years of experience across multiple roles across sectors such as e-commerce, impact, venture capital and EdTech. After completion of the flagship program at ISB, PGP in Strategy & Leadership and Marketing, she has ventured into the product management space. Her skill set includes stakeholder management, design and research. Along side her profession, she manages various leadership roles across the Teach for India, Global Shapers and Commune. She is an avid reader and enjoys blogging and spoken poetry.

Experience

Myntra

Product Manager III

August 2024 - Present (1 year 10 months)

Bengaluru, Karnataka, India

Marketplace Partner Experience

Bryt Schools

Product Manager

November 2023 - June 2024 (8 months)

Launched a B2C learning app for students in partner schools integrated with the Bryt curriculum, driving 98%+ adoption

Designed a new modality of digital labs offered in partner schools, leading to higher revenues through new lead generation and upgrading of current contracts

Revamped B2B2C communication leading to open rates and session times improving significantly

AJIO.com

Product Manager

June 2022 - October 2023 (1 year 5 months)

Bengaluru, Karnataka, India

Managing Supply Chain product initiatives for Ajio B2B. Heading the Order Management System on the back end. Focus is on improving TAT, enhancing connectivity and overall inventory reservation and management.

Indian School of Business
President, Public Policy Club
July 2021 - May 2022 (11 months)
Hyderabad, Telangana, India

50K Ventures
Associate
February 2020 - January 2021 (1 year)
Hyderabad Area, India

Access Livelihoods Consulting India Ltd.
Senior Project Executive
May 2019 - February 2020 (10 months)
Hyderabad Area, India

Atal Innovation Mission
Mentor
June 2018 - February 2020 (1 year 9 months)

Teach For India
Fellow
June 2017 - May 2019 (2 years)
Hyderabad Area, India

The Apprentice Project - TAP
Intern
May 2018 - July 2018 (3 months)
Study choice-based learning and the impact on their confidence & communication, critical thinking, creativity, collaboration, and self-realisation. Research on the interplay of increased learning outcomes and SEL (Social Emotional Learning) through performance art by forming interest clubs in government and low-income private schools.

GreenLine Labs
Intern
April 2017 - May 2017 (2 months)

IoT in emergency medical services is a game-changer. We at Greenline Labs are trying to make emergency services reach the destination much faster than usual. In India, more cases of fatality happen in the Ambulance. If the Ambulance could reach the hospital on-time, more than half of deaths can be prevented. We make that happen, we provide the technology that helps ambulance reach the hospital faster.

IEEE

Treasurer

July 2016 - March 2017 (9 months)

Young Leaders for Active Citizenship (YLAC)

Fellow, Policy in Action

2017 - 2017 (less than a year)

Crossfire

Founder

July 2014 - July 2016 (2 years 1 month)

Crossfire began as an initiative to bring together people from two ends of the same world. The idea was to connect children rescued by the police and young adults from a privileged background. The entire project was to help the volunteers engage with the children at PAPA (Police & Public Association for Girls) home and design programs that would help the girls in the best way possible. The volunteers would play the role of Mentors while also immersing themselves into the challenges of these community-run homes.

Rangeela, the joy of Summers, was one such project that took off for two years successfully. It was a 15-day summer camp, with the volunteers designing, fundraising and implementing the project from end to end. Activities like dancing, singing and origami taught during the camp.

Education

Indian School of Business

PGP (Post Graduate Program), Leadership & Strategy, Marketing

GITAM University

Bachelor of Technology - BTech, Electrical, Electronics and Communications Engineering