

DEBASHISH GHADEI

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PRODUCT MANAGER | 10 YEARS EXPERIENCE | SAAS | E-COMMERCE | HEALTH TECH

Professional Summary

Entrepreneur-turned-Product Manager with 10 years of experience launching and managing digital products across SaaS, e-commerce, and mental health sectors. Skilled in product discovery, MVP development, user research, agile workflows, and cross-functional collaboration. Proven ability to take ideas from concept to launch with a customer-first mindset and lean execution.

Core Skills

- **Product Strategy:** Product Lifecycle, Roadmapping, MVP Development, Go-to-Market
 - **User Insights:** User Research, Market Validation, A/B Testing, Analytics
 - **Execution:** Agile Methodologies, Lean Execution, Cross-functional Collaboration, No-Code Tools (WordPress, Zapier, CRM etc.)
 - **Growth & Marketing:** Funnel Building, SEO, Social Media Marketing, Content Strategy, Paid ads & influence marketing
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Professional Experience

Product Manager – Digital Health Platform

[HappyLife247.com \(Live\)](https://HappyLife247.com) | May 2024 – March 2025 | Balangir, Odisha

- Founded a digital mental health platform offering therapy, self-help courses, and ebooks for depression and anxiety.
- Built a fast, SEO-optimized website with GA4, Microsoft Clarity, Meta Pixel, and mobile-first UX.
- Created complete user funnel: landing pages, lead magnets, onboarding sequences, and checkout flows.
- Executed paid ads while staying fully compliant with Google & Meta's health policy restrictions.
- Acquired early customers and gained user insights into pricing resistance and conversion behavior.

Product Manager – E-commerce SaaS

[FatherTech.net \(Archived\)](#) | December 2020 – May 2023 | Balangir, Odisha

- Developed WordPress websites for local businesses before pivoting to a plug-and-play SaaS e-commerce platform.
- Designed built-in tools for loyalty, coupons, referral contests, and admin UX for non-tech users.
- Handled server setup and optimization (cPanel, WHM, VPS, LiteSpeed, caching).
- Exited after analyzing high CAC and limited scalability in local market.

Operations & Product Lead – Hyperlocal E-Commerce

[GroceryUncle.com \(Archived\)](#) | May 2019 – April 2021 | Balangir, Odisha

- Built Balangir's first 2-hour grocery delivery platform after market and user research.
- Acquired 1,000+ customers through organic social media and offline marketing without paid ads.
- Developed a mobile-optimized website, web app, and WhatsApp ordering flow with full analytics tracking.
- Managed daily operations: inventory, delivery, support, and vendor coordination.
- Gained deep insights into e-commerce unit economics, customer retention, and scalability challenges when competing with VC-funded players.

Digital Marketing Specialist – Affiliate Platforms

Self-Employed Affiliate Work | May 2015 - May 2019 | Remote

- Built and monetized various affiliate websites in health and lifestyle niches using ClickBank, Amazon, Flipkart, Ajio etc.
- Researched audience behavior, built conversion-optimized content, and ran A/B tests to improve CTR.
- Developed skills in wordpress, SEO, marketing, and consumer psychology.

Education

BSc in Computer Science

Rajendra University, Balangir | 2012 - 2015

Higher Secondary (Science)

BJB Autonomous College, Bhubaneswar | 2009 - 2011