

MEGHANA G S, PMP®

Real Estate Product Manager | Business Process Automation | n8n Integrations

+91 9916520425 | meghanasatyan@gmail.com | [LinkedIn](#) | [Portfolio](#) | [RealestatePM](#) | Bengaluru, India

SUMMARY

Real Estate Product Manager with 10+ years of experience across real estate operations, digital products, and strategic consulting, with a niche expertise in business process automation using n8n. Core strength lies in bridging strategic real estate operations, including financial modeling, stage-gate frameworks, CRM pipeline design, and project controls, with deep technical integrations that improve visibility, speed, and decision-making. Experience spans residential project controls at Puravankara, product and automation-led delivery at Credence Collective, and business strategy roles across research and enterprise real estate services.

Core Competencies

- Real estate product management; product strategy, roadmap planning, lifecycle management, and cross-functional execution.
 - Business process automation using n8n; API integrations, workflow design, and operational system connectivity across CRM, analytics, and web platforms.
 - Strategic real estate operations; financial modeling, project P&L, budgeting, variance analysis, stage-gate reviews, and MIS reporting.
 - CRM and pipeline design; sales funnel visibility, collections tracking, stakeholder workflows, and executive reporting.
 - Analytics and decision support; KPI frameworks, Power BI dashboards, scenario analysis, and data-driven recommendations for leadership.
 - Stakeholder leadership; collaboration across finance, sales, projects, design, engineering, and executive teams.
-

EDUCATION

Product Management Program | Indian School of Business (ISB) | 2025 – 2026 (Pursuing)

PG Diploma in Infrastructure Development & Management | NICMAR | 2014 – 2015

Bachelor of Engineering – Civil Engineering | Visvesvaraya Technological University (VTU) | 2008 – 2012
Gold Medalist – First Year

PROFESSIONAL EXPERIENCE

Credence Collective | Founder & Product Lead | Nov 2022 – Present

- Defined product vision, roadmap, and go-to-market strategy through comprehensive market research, competitive analysis, and customer discovery interviews with 200+ users
- Architected and deployed websites using WordPress, Google Sites, and custom solutions; integrated APIs and automation workflows (n8n, Google antigravity) creating scalable products
- Managed cross-functional teams (engineering, design, marketing) maintaining 95% on-time delivery rate; conducted sprint reviews and roadmap presentations for executive stakeholders

- Implemented A/B testing and product analytics (Power BI dashboards) to track KPIs, improving user engagement and conversion rates by 30%
 - Partnered with multiple organizations to deliver digital products driving 40% web traffic growth and 25% B2B conversion improvement
-

Feedback Business Insights Pvt. Ltd | Consultant – Market Research & Business Analysis | July 2019 – May 2021

- Managed 25+ multi-sector research projects for enterprise clients (Infosys, HCL, Siemens, Mindtree, Cyient) providing product strategy insights and competitive intelligence
 - Designed and executed customer satisfaction, win-loss analysis, and competitive benchmarking studies across multiple geographies informing product positioning and feature development
 - Conducted qualitative and quantitative analysis translating complex datasets into strategic product recommendations via executive dashboards and visualization reports
 - Achieved 100% client retention rate through exceptional stakeholder engagement and actionable insights delivery
-

Vestian Global Workplace Services Pvt. Ltd | Asst. Manager – Corporate Services | Jan 2018 – Jun 2019

- Developed corporate strategy, bid proposals, and go-to-market positioning collaborating with cross-functional stakeholders to define product requirements and value propositions
 - Secured contracts worth over INR 200 Cr from major enterprise clients (DBS, SAP, Mercedes Benz, Walmart, JP Morgan, Dell)
 - Managed key account relationships ensuring product adoption, customer satisfaction, and renewal success; gathered customer feedback translating insights into product enhancement roadmaps
 - Awarded "Top Performer of the Year" for outstanding contribution to product commercialization and business growth
-

Puravankara Ltd | Project Control Specialist | Dec 2015 – Dec 2017

- Led financial modelling, budgeting, and variance analysis for large-scale residential projects; evaluated project P&L, cash flows, and ROI to support investment and phasing decisions.
 - Developed KPI tracking frameworks and management dashboards covering construction progress, sales, collections, and cost to complete, giving leadership a consolidated view of project health.
 - Collaborated with project, finance, and sales teams to reconcile on-ground status with financials, highlighting risks in timelines, cost overruns, and revenue expectations.
 - Prepared periodic MIS and review packs for senior management, enabling data-driven steering of project priorities and resource allocation.
-

SKILLS

Business Intelligence & Analytics:

KPI Frameworks | Dashboard Design (Power BI) | Project P&L & Financial Modelling | Variance & Scenario Analysis | Market & Competitive Intelligence | Data-Driven Decision Making

Product Management: Product Strategy & Roadmapping | Product Lifecycle Management | Agile/Scrum | User Stories & Backlog Prioritization | Go-to-Market Strategy | Product Analytics & KPIs | A/B Testing

User Research: Customer Discovery & Interviews | User Persona Development | Market Research & Competitive Analysis | Qualitative & Quantitative Analysis | Data-Driven Decision Making

Technical: SQL | Python | Power BI | Microsoft Excel (Advanced) | Financial Modeling | API Integration | Process Automation (n8n, [make.com](#)) | Web Development (HTML, PHP, WordPress) | Google AI Studio

Leadership: Stakeholder CXO-level Presentations | Cross-Functional Team Collaboration (Finance, Sales, Projects, IT)| Client Relationship Management | Executive Presentations | PMP Certified

Tools: Jira | Asana | Monday | Confluence | Microsoft Project | Google Analytics

CERTIFICATIONS

- **Product Management Program** – Indian School of Business
- **Project Management Professional (PMP®)** – Project Management Institute
- **Management Consulting** – Growth School (10-Week Intensive Program)
- **Microsoft Power BI** – Business Intelligence (Udemy)
- **Corporate Communication** – Skill Nation
- **ISO 9001:2015 Internal Auditor** – BSI

Test Scores: IELTS: Overall 8 (Oct 2021) | GRE: 304 (Oct 2014)

KEY ACHIEVEMENTS

- Successfully launched AI-driven digital product serving enterprise clients across multiple industries
- Drove 40% web traffic increase and 25% B2B conversion improvement through data-driven product optimization
- Secured INR 200+ Cr in enterprise contracts through strategic product positioning and stakeholder management
- Achieved 100% client retention rate through exceptional product delivery and customer success management
- Awarded "Top Performer of the Year" for outstanding business development and product commercialization