



# Ganesh A

PRODUCT MANAGER · PRODUCT MANAGEMENT · PROJECT DELIVERY · CLIENT PROJECTS

Bengaluru (Bangalore), India

www.heyganesh.com

ganu.veena13@gmail.com

+91 86181 07335

linkedin.com/in/theganesh

**Product Manager with nine years of owning delivery end to end — requirements, roadmap, release management and stakeholder management.** Client projects at GetMyCreative, ten months of client success inside a product startup, and since 2025 the product lead on a clinic operating system now live in one clinic. I am at my best where the spec does not exist yet and somebody has to decide what ships first.

## EXPERIENCE

### Independent Consultant — Growth & Product

CURRENT

2025 – PRESENT

*Growth campaigns and product delivery, direct for clients in Bengaluru.*

- Product lead for ELTH, a clinic operating system for Solace Life: requirements from nine departments, the interface and the release order — **60+ features** shipped, **three clinics** went live, one runs on it daily.
- Ran discovery with clinic owners, doctors and front-desk staff and turned it into specs, priorities and a release order a two-person team could build against.
- Built restaurant pricing software from the operator's own numbers and sold it outright to **three restaurants at ₹70,000** each; five ComeOffline events on venue partnerships at zero venue cost.

### GetMyCreative — Product Manager, Client Projects

2023 – 2025

*Design and growth studio: ₹5L peak monthly book, 72 brands, nine retainers.*

- Ran client builds end to end: **11 websites** from scope to launch, N-Smart V1 for a US electric utility in **four months** (strategy, concepts and the front end), Nivid Technologies' site and LinkedIn brand build.
- Led product on the agency's AI platform (eida.ai) — Google for Startups, **\$25,000** in credits — and closed it deliberately in 2026 when infrastructure outran the product.
- Carried the growth book at the same time: **₹5,00,000 a month** across nine retainers in 2024. Jira, Notion, Figma, Claude Code.

### DayOne Tech Solutions — Client Success Manager

JAN 2023 – OCT 2023

*Bengaluru tech company; on-site, full-time.*

- Client Success Manager and the company's sole designer for **ten months**: every client relationship, escalation and deliverable, plus all brand and marketing material. Also Senior Graphic Designer on RightAngle, its AI-teaching vertical — 7–8 creatives a day.

### GetMyCreative — Growth Marketing Manager

2019 – 2022

*Owned growth, paid media, social and every client relationship across the book.*

- Grew the retainer book from **₹8,000 to ₹5,00,000 a month** as primary contact on all nine retainers, leading a six-person team plus a freelance bench.
- Delivered Namma Power Run four years running — **6,000+ runners, ₹38 lakh** budget, 12–15 vendors, one fixed date — and **30 export packaging SKUs** for Nandini · KMF in 90 days through a state approval chain.

## EARLIER EXPERIENCE

### Early work — Counter manager · sales · site sourcing

2017 – 2018

Managed a metro-side juice counter at seventeen, **₹9,000 to ₹25,000 a day** in eight months with six staff; sold frozen foods into cafés cold at ₹20,000 a month; sourced five commercial sites for a builder, **₹6,00,000** in fees at eighteen.

## HOW I RUN PRODUCT

- Discovery:** requirements from the people doing the job — front desk, doctors, field crews.
- Scope:** decide what V1 is for, then hold the line on it for the whole build.
- Specs & priority:** a build order with acceptance criteria; release sign-off is mine.
- Delivery:** ship into places that cannot stop — a clinic seeing patients, an event with a date.
- After launch:** fix, park or close — including a product I closed on purpose.

## SKILLS

### PRODUCT MANAGEMENT

Product Discovery · User Research · Requirements Gathering · PRDs & Specs · Prioritisation · Roadmap · Release Management · MVP Scoping

### PROJECT DELIVERY

Project Management · Stakeholder Management · Vendor Management · Agile · Jira · Notion · Asana · Trello

### DESIGN & UI

UI/UX Design · Wireframing · Figma · Brand Identity · Packaging Design · Adobe Creative Cloud · Canva

### GROWTH & AI

Paid Media · Influencer Marketing · Pricing · Google Analytics · Claude Code · ChatGPT · Midjourney

## SELECTED RESULTS

- 1 clinic** Running on a product I led — 60+ features, nine departments
- 6,000** Runners, four years running, against a date that never moves
- 30 SKUs** Export packaging in 90 days, through a state approval chain
- ₹2,10,000** Pricing software built and sold outright to three restaurants
- 1,756 poles** A US utility's assets in one model — V1 shipped in four months, strategy, concepts and front end
- \$25,000** Google for Startups credits on the agency's AI platform — led product, then closed it on purpose

## EDUCATION & LANGUAGES

Schooling and 1st PUC, KLE Society School · 2nd PUC, Carmel College · BBA, Sri Aurobindo College. English, Kannada, Hindi, Tamil, Telugu.