

Joaquim Ferrao

Location: Bangalore, India

Date of birth: 24th May 1995

Languages: English, Hindi

Nationality: Indian

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[LinkedIn Profile Link](#)

Experienced professional with 6+ years of expertise in category management, and strategic planning. Proficient at driving growth through data-driven decision-making, cross-functional partnerships, & marketing strategies.

EXPERIENCE

NxtGen Datacenter & Cloud Technology, Bangalore, India

Product Manager September 2023 – October 2024

- Managed end-to-end P&L ownership, overseeing AOP planning and achieving a consistent **2.4% MoM revenue growth (~30,000 AED)**
- Led **product assortment and launched AI tools** through vendor negotiations & engineering team management to drive digital penetration
- Leveraged demand forecasting and data analytics to identify growth opportunities, to acquire **30+ accounts & generated 15,60,000 AED in ARR**
- Led the sales & operations to address supply chain issues and improved **onboarding process efficiency by 15%** using automation & RCA

Unacademy, Bangalore, India

Category Lead July 2021 – September 2023

- Developed and executed an **AOP of 36.8 million AED** with product launches, & cross-category promotions, demand forecasting & market analysis
- Spearheaded GTM with a **430K AED budget**, achieving the highest monthly revenue **4.4 million AED** and onboarding 50k new users in a month by leveraging data insights, marketplace dynamics & fulfilment strategies
- Implemented a lead scoring system and user segmentation within CRM, leading to a **5.5% cohort conversion rate** and improved sales efficiency
- Curated tailor product assortments and pricing optimisation, driving **incremental revenue of 130K AED** through cross-functional collaboration

OYO Hotels and Homes Pvt. Ltd, Pune, India

Demand Manager May 2019 – February 2021

- Monitored market conditions, competitor activities, and trends in the travel & hospitality industry to drive opportunities that **increased revenue by 28%**
- Tracked success and impact metrics to achieve **AOP 37,00,000 AED**

Property Pistol Realty Pvt. Ltd, Mumbai, India

Assistant Manager November 2017 – May 2019

- Enhanced sales and marketing team performance, leading to a **35% increase in lead generation** and a **2% improvement in conversion rates**
- Planned and directed projects with developers to achieve targets (**1 million AED Annual Revenue**)



SKILLS

Product Assortment Launch
Program Management
Campaign Development & Automation
Sales Enablement
Funnel Analysis
Market Research
WebEngage (CDP)
Leadsquared (CRM)
WordPress (CMS)
Asana
Google Analytics
Tableau
G-Sheets/Excel

EDUCATION

P.G.D.M. / MBA, 2016 – 2018

Lexicon M.I.L.E.

Ranked 5th B-Schools in West India

BCA (Bachelors in Computer Applications), 2012 – 2015

Goa University

Ranked 25th in India by India Today

CERTIFICATIONS

Business Analytics

IMS Proschool, 2017

Lean Six Sigma – Green Belt

3V Consultant, 2017