

Sandeep Tomar

Product and Operations Leader | Shopify Apps, D2C and SaaS

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India. Remote, async-friendly, any time zone. Available to join within 1 week

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SUMMARY

Product and operations leader with 8+ years running products and the teams behind them. I bring order to fast-moving teams: clear owners and priorities, written specs and SOPs, visible status and KPIs, and clean handovers, so remote and async teams ship without chasing. Since July 2026 I have worked part-time with a Shopify apps startup on behaviour-based plugin features and operations. At K2U I led a team of 18 plus external experts, and earlier I founded a marketplace and a Shopify D2C brand.

Key results: 3.7% higher AOV from behaviour-based plugin nudges | about 50 new brands onboarded in 3 months | update cycles cut from 80-90 days to 30-45 | team onboarding cut from about 3 weeks to about 1 | expert reporting from 1 hour to 15 minutes | 24% higher course completion | 8:1 referral payback

EXPERIENCE

Product and Operations Consultant (part-time)

Jul 2026 to Present

yourtoken.io (Shopify apps used by 400+ D2C brands), Remote

- Designed behaviour-based nudges for the Shopify plugin suite, built on shopper psychology; they lifted average order value by 3.7% and supported higher retention and lifetime value.
- Brought structure to a fast-moving startup: moved internal communication to Slack (WhatsApp kept for clients, who prefer it), which stopped reports getting lost and cut handover gaps.
- Worked with the developers to build a central operations dashboard: daily work logs, open tickets, sales progress and each person's open items, linked to GitHub and Slack so updates arrive as Slack notifications.
- Defined KPIs for team members and success metrics for each plugin, so founders could see progress without chasing.
- The new plugin features and streamlined processes helped onboard about 50 new brands in 3 months.

Product Manager

Sep 2022 to Present

K2 Partnering Solutions (K2U, formerly Focus on Force), Remote

- Owned a 57-course portfolio for individual learners and launched about 45 courses myself, from demand research to launch and maintenance.
- Led a learner progress dashboard from interviews and wireframes to an approved build; it helped lift course completion by 24%.
- Ran live bootcamps for learners, streamed on LinkedIn and YouTube. When an instructor did not show up, I rebuilt one around a quiz with loyalty-point prizes and team-led sessions: 450+ attended live and about 17% bought a paid course within 24 hours.
- Ran a 24-hour SLA on premium learners' questions: triage, the waiting queue and escalation to the expert team.
- Defined the KPIs for every product at launch and tracked them afterwards; prepared post-launch projections.
- Took an AI workflow from idea to approved build: user interviews, wireframes, flowcharts and a management pitch. It flags course content to update after each Salesforce release; update cycles fell from 80-90 days to 30-45.
- Designed a revenue-sharing tool for our external experts, built by the engineering team: it pulls sales from Meteorik, so each expert sees their own sales and refunds by date and generates their invoice from our template. Monthly reporting per expert fell from about 1 hour to about 15 minutes (about 8 experts).
- Redesigned onboarding and wrote the SOPs: new team members now get up to speed in about 1 week instead of about 3, with experienced teammates running the walkthroughs.
- Led a team of 18 (15 content team members and 3 project managers) and about 8 external contractors and experts across time zones; ran work in Jira within approved budgets. After the acquisition the team shrank to 5, and I automated work instead of asking for replacements.

Founder and CEO

Dec 2019 to Jan 2023

Phatse (Celebratious), Gurgaon, India

- Founded an online party marketplace: customers booked food, cakes, decorations and flowers from nearby organisers; we earned 20% commission.
- Reached ₹600K in bookings in the first 2 months: about 85 orders at a ₹7,000 average order value.
- Designed an instant referral reward: acquisition cost near ₹600 a customer against ₹4,800 commission over 2 years (8:1). It drove 50% month-over-month growth.
- Set up email journeys and campaigns in Mailchimp and Sendinblue (welcome, re-engagement, referral reminders). I tracked churn for 6 months, 1 before launch and 5 after: it fell 22%.
- Launched Boxyt (Dec 2021 to Sep 2022), a D2C "party in a box" brand under Phatse. I built the Shopify store myself, with discount, loyalty and cart-bar apps, Razorpay payments, and Mailchimp and Sendinblue campaigns.
- Interviewed 100+ customers and event organisers and set roadmap priorities from what they said; NPS rose 30%.
- Set the product vision and roadmap. Wrote user personas, PRDs and user stories and worked through them with engineers.
- Led a team of 18: 8 engineers, 5 in sales and marketing, and 5 interns. Ran Google Ads for acquisition.
- Named among India's Top 25 startups at the BITS Pilani Entrepreneurship Conclave 2021.

Product Manager

Nov 2017 to Dec 2019

SearchFinn Inc., Makati, Philippines

- Worked with engineers to rebuild a multi-page web app as a React single-page app, cutting load time by 40%.

F&B Supervisor

Dec 2010 to Jun 2017

Carnival UK (P&O Cruises), Southampton, UK

- Managed Marco Pierre White's onboard restaurant and a dining team of 60 across the 7-ship fleet, with an NPS above 80 on 85%+ of cruises.
- Trained new joiners in safety, hygiene, order handling and guest service.

SKILLS

Product: consumer product discovery, learner and customer interviews, roadmap and backlog prioritisation (RICE), KPI definition and tracking, engagement, retention and referral features, A/B testing, PRDs, user stories, user personas, wireframing, flowcharts, pricing and competitive analysis, unit economics (CAC, LTV, AOV), product analytics, funnel and retention tracking, UAT, stakeholder presentations

Operations: process design and SOPs, async communication and weekly updates, handovers, KPI and metric design, ticket triage and escalation, SLAs, contractor and vendor management, release coordination, onboarding and training

Delivery: Jira, Asana, Trello, agile, kanban and waterfall, budget tracking, SME management

Tools: Shopify, WooCommerce, Mailchimp, Sendinblue (Brevo), Razorpay, Mixpanel, Google Analytics, Google Ads, Figma, Miro, Salesforce (testing in dev and UAT orgs), WordPress, LearnDash, Google Workspace, Slack

Technical: HTML, CSS (Tailwind, Bootstrap), JavaScript (React), Git, GitHub

CERTIFICATIONS

- Google Project Management Certificate, incl. Agile Project Management | Google (Coursera) | 2021
- Agile with Atlassian Jira | Atlassian | 2021
- Growth Strategies, Financing and Profitability | Wharton Online | 2021
- Full-Stack Web Development | Developer bootcamp | 2022

EDUCATION

- B.Sc. Hotel Management, Sikkim Manipal University, 2005 to 2008