

GURPREET SINGH

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SUMMARY

Senior Product Manager with 8+ years building and scaling enterprise digital products across **CRM, Order Management, Customer Experience, Data and AI**, currently leading **product strategy across a \$700M+ revenue portfolio** spanning six Business Units. Experienced in owning products end-to-end from discovery and 0→1 development through launch, adoption, and iteration, with strong experience in data and platform strategy, cross-functional leadership, and translating complex business problems into scalable product solutions. **Leading the enterprise AI portfolio**, partnering with Engineering, Design, and Data to deliver measurable business and customer outcomes.

WORK EXPERIENCE

Jun 2024 - Present

SENIOR PRODUCT MANAGER- REGIONAL IT, SAINT-GOBAIN, REMOTE

Lead the enterprise product portfolio and internal products across 6 Business Units representing \$700M+ in revenue, aligned with Business Unit P&L objectives, with 2 Associate Product Managers and 2 Business Analysts reporting to me.

- Own the product portfolio across CRM, Order Management, Case Management, Loyalty, Customer Experience, and Partner Engagement platforms, defining **0–12 month roadmaps** and the **2–3 year platform strategy**.
- Spearheaded the **“One SG” enterprise data unification initiative**, creating a single source of truth across 9 Business Units by consolidating **37K+ accounts** and establishing cross-BU data standards; **sourced ~CAD 5M** in pipeline in 6 months.
- Lead the **enterprise AI product portfolio**, identifying, evaluating & prioritizing 12 high-value use cases across sales, service and operations and taking 5 from concept to production.
- Led product strategy and delivery across **18 rollouts, scaling reusable products** to 1,500+ internal and ~90K external users while translating business needs into requirements, prioritizing backlogs, and making data-driven product trade-offs.
- **Led 3 products from 0→1**: scheme management, dealer management, and a nudge configurator from discovery and stakeholder validation through MVP definition, launch, and iteration.
- Led product discovery through workshops, FGDs and stakeholder interviews, using feedback to validate use cases, shape product direction and prioritize roadmap investments.
- Defined data & integration requirements connecting customer data & workflows across CRM, Order Management & SAP ERP
- Built a **plug-and-play self-service report and dashboard builder** enabling Business Units to configure reusable reports, dashboards and visualizations without custom development
- Shipped an **AI-powered Account 360 product** combining engagement metrics, price benchmarking, purchase patterns, next-best-action recommendations, grievance detection, and automated interaction summaries.
- Launched a **voice AI qualification agent** that **replaced a 5-agent call centre** and deployed a **self-learning nudge engine** across CRM and loyalty, using feedback loops to measure relevance and action completion to guide product iteration.

PRODUCT MANAGER- SAINT-GOBAIN GLASS INDIA, CHENNAI

Jun 2021 - Jun 2024

Product Management for CRM & Loyalty platforms of Saint-Gobain's Glass Business, critical to managing **\$450M+ in revenue**

- **Owned Salesforce Sales Cloud end-to-end**, shaping customer and account data models, workflows, and API integrations with Order Management and SAP ERP in partnership with Engineering and Architecture teams.
- Led the **migration and consolidation of 3 CRM platforms**- Salesforce, Leadsquared and Freshsales into a unified customer data & workflow platform, defining data ownership, workflow boundaries & common operating patterns across the enterprise
- **Led a cross-functional team of 8 Business Analysts & developers** from discovery through launch, translating business problems into PRDs, user stories, acceptance criteria and MVP scope, while supporting UAT and defect resolution.
- Improved the sales call efficiency for **order placement by 12%** by delivering ML-based product-level insights
- **Drove 4% revenue increase** for targeted customers by routing high purchase intent leads, leading to improved brand affinity
- **Launched 4 digital-led loyalty programs**, defining go-to-market strategies to differentiate the programs and drive adoption to 32K MAU (43% of universe).
- Built an **industry-first secondary sales capture capability** integrated with dealer accounting systems, lifting **order value per sales visit from ~\$100 to ~\$120** through CRM check-in nudges
- Increased **secondary sales by 18%** and **upselling by 48%** through cohort-based in-app nudges and gamified journeys designed to re-engage inactive customers

DIGITAL MARKETING MANAGER- SAINT-GOBAIN GLASS INDIA, CHENNAI

Feb 2019 - Jun 2021

Led Saint-Gobain's digital marketing transformation, shifting focus from a B2B to a B2C organization

- Implemented an **integrated MarTech and CRM stack** with SLA-driven lead routing, reducing lead leakage and improving lead distribution across the customer journey.
- Improved **lead conversion from 1.5% to 4%** and lead **qualification from 55% to 75%** through marketing automation, lead nurturing, retargeting, SLA-driven call-center optimization and WhatsApp-based qualification across the customer journey.
- Built Power BI dashboards to track lead funnel performance, campaign effectiveness and customer acquisition metrics, enabling data-driven decisions across marketing and sales.
- Generated an average of **\$0.7M/month** in revenue through various digital platforms- Google Search, GDN & social platforms

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MANAGEMENT ASSOCIATE- SAINT-GOBAIN INDIA, MUMBAI

Apr 2018 - Jan 2019

- Conducted feasibility study for Norton power tools in India, **securing \$0.4M in funding** for a pilot from the Indo-Pacific CEO
 - Developed the roadmap for a Loyalty Program for glass fabricators for Saint-Gobain Glass
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PROJECTS

Track Your App — Independent AI Product

AI-powered application-review intelligence / [track-your-app.vercel.app](#)

- Built and launched an **AI-powered customer-insights product** that converts high-volume user feedback into structured product signals for prioritization using LLM-based classification and automated trend detection.
 - Developed an LLM pipeline using GPT-4o-mini to **classify reviews by sentiment, urgency and issue category**, with automated daily digests surfacing emerging issues and trends.
 - Shipped the end-to-end product prototype in a single day, from workflow design through implementation and deployment.
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EDUCATION

MBA from Indian Institute of Management Ahmedabad, **2025 Financial Times Global Ranking- 34**

2016 - 2018

B.Tech in Mechanical Engineering from Punjab Technical University

2012 - 2016

CERTIFICATIONS & REWARDS

• Certifications

a) Certified Scrum Product Owner (**CSPO**)

b) Duke University- **AI Product Management Specialization**

- **Rewards & Recognitions:** **Winner** of Saint-Gobain “**Annual Excellence Award**” (2022) | **Finalist among 25 global teams** in “Saint-Gobain Digital & IT Awards” for Partner Ecosystem Digitalization (2023)
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SKILLS & TOOLS

- **Product Management:** Product Vision & Strategy | Platform Product Management | Product Discovery | Customer Research | Customer Validation | Roadmapping | Prioritization | Product Delivery | Agile / Scrum | Stakeholder Management | Backlog Management | Requirements Gathering | KPI Definition | 0→1 Product Development
- **Data & AI:** Data Product Management | Data Strategy | Data Governance | Data Quality | Data Analytics | Business Intelligence | AI/LLM Product Management | AI Product Strategy | GenAI Use-Case Design | Machine Learning | AI Build-vs-Buy Evaluation
- **Enterprise Platforms:** Enterprise Software | SaaS Platforms | Business Systems | CRM | Order Management | Customer Experience Platforms | Platform Transformation | Enterprise Integrations | Workflow Automation | API-Enabled Products | ERP Integration (SAP)
- **Tools:** SQL | Power BI | Jira | Confluence | Figma | Google Analytics | Microsoft Copilot | Claude