

# Sidhartha Guru

## Group Product Manager, Booking.com

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### PROFILE

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Hands-on product leader with a track record of driving both rapid 0→1→N innovation and high impact, stakeholder-aligned product strategies in large-scale tech environments. Skilled in aligning cross-functional teams and senior stakeholders around clear product visions, while building and scaling organizations for sustained execution. Deeply people-oriented—invested in creating an inclusive, high-performing team culture, combining product sense, analytical rigor, and a user-first mindset to deliver value at speed and scale.

### EXPERIENCE

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#### Group Product Manager, Booking.com

Since June 2023  
Amsterdam, NL

Led 5 cross-functional teams responsible for CS agent tooling, support channels, and automations focussed on reducing customer friction and improving operational efficiencies

- Championed 3-year product vision for "Connected CS," aligning senior leadership, operations and engineering stakeholders around a low-touch automation-first service model
- Defined strategy for a next generation contact center, and orchestrated comprehensive vendor assessment across operations, technology, and finance stakeholders
- Achieved ~6% reduction in operational costs by proactive customer comms & smarter routing
- Initiated and delivered AI-powered knowledge management and contact analysis pilots, reducing agent training costs and improving agent efficiency
- Drove setup of Center of Excellence in India, hiring and onboarding 20+ engineers and PMs to close critical skill gaps and accelerate delivery towards "Connected CS"
- Instituted structured PDPs for PMs, improving ESAT by 30% & improving productivity

#### Senior Product Manager, Booking.com

September 2019 - May 2023  
Amsterdam, NL

#### Personalisation, Home & Search funnel

- Developed and articulated compelling vision for web personalization that won executive sponsorship and cross-departmental support
- Led strategy and roadmap for web personalization, secured leadership buy-in, and built high-performance team of backend, frontend and ML resources from scratch
- Delivered ~500 bps increment in bookings, with personalized destinations/property reco
- Built a no-code platform for internal teams to launch cross-funnel experiences with OOTB segmentation, A/B/n testing and ranking; over 120 campaigns launched in 1st year

## CS Transformation and Automation

- Led org-wide integration with Pegasystems, coordinating 10+ product teams & external consultants
- Increased human help productivity by ~10% with self-serve flows and process automations
- Built API to enable suppliers to travelers & CS communications, improving CSAT by ~8% and reducing booking cancellations by ~2%

## Product Manager, Flipkart

June 2016 – August 2019  
Bengaluru, IN

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### User Experience and Shopping Funnel

Owned Android app, desktop, and mobile sites for Shopsy.in – Flipkart’s new platform for value products . Responsible for platform launch, user acquisition and overall conversion funnel for users

- Defined the business and product roadmap enabling Shopsy to capture the untapped seconds & value products economy in India, identifying and solving for key purchase barriers
- Built a new differentiated platform for certified refurbished products collaborating with over 22 product teams across the org; Drove ~10x user growth in 1 year through channel expansion, targeted marketing, and referrals

### Service Delivery Experience & Business Transformation

Responsible for improving and scaling up post-delivery service experience enabling differentiated service across categories.

- Transformed legacy operations & systems towards being a product-first company
- Launched insurance/warranty programs as differentiator for Flipkart verticals with P&L responsibility. Achieved ~12% attach rate and secured 4 key B2B partnerships

## Scientist, Defence R&D Organization (DRDO)

Feb 2010 – May 2014  
Bengaluru, IN

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Technology owner for vibration measurement systems in aircraft engines. Built hard real-time measurement systems to monitor engine tests & prevent catastrophic failures

- Built hard realtime failure prediction systems saving ₹800+ mn cost & 9+ months of time slippage
- Indigenised hardware and software, saving ~1.5 Mn USD in licensing costs over 3 years

## EDUCATION

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### MBA, IIM Bengaluru

Finance & Strategy, 3.52 / 4.00 (Top 8%)  
2014 – 2016

### B. Tech, NIT Surat

Electronics Engg., 8.78 / 10.00 (Top 10%)  
2005 - 2009