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Top Skills

Product Strategy
Strategic Implementations
Enterprise SaaS

Honors-Awards

QA Manager

Junisha Malkani

Product Leader | Enterprise Workflow & Decision Design | Building AI-native Enterprise Products | Former Founder
Pune District, Maharashtra, India

Summary

The hardest product problems I've worked on weren't technical. They were decisions disguised as software. They usually surfaced as requests for another enhancement, another workflow, another integration, or another dashboard. But the real challenge is rarely what to build—it is deciding who gets to decide, under what conditions, and what trade-offs the product should enforce. That's what has fascinated me throughout my career. Whether I was building consumer products, scaling a family's retail business, or designing enterprise procurement workflows, I kept seeing the same pattern: organizations don't struggle because they're short of ideas. They struggle because complexity quietly accumulates until every decision becomes slower, every exception becomes permanent, and every new feature makes the system harder to understand. Great products don't just automate work—they encode judgment. Their quality lies in the decisions they enable people to make, and the unnecessary decisions they eliminate altogether. At present I'm building AI-native enterprise products and exploring how AI is reshaping software architecture, enterprise workflows, and decision-making. Particularly interested in the intersection of product strategy, user experience, governance, and technology. Here on LinkedIn, I read-write about product judgment—the hidden trade-offs behind software product development, the assumptions that shape product decisions, and the mental models that help teams solve the right problems before building the right solutions.

Experience

ORO Labs
Senior Product Manager
January 2024 - Present (2 years 8 months)
Pune District

I own the product strategy and roadmap for Supplier Experience, balancing enterprise usability, governance, and scalability across complex procurement ecosystems.

Partnered with global enterprise customers to design rollout strategies that aligned product architecture with operational, compliance, and organizational realities, enabling adoption across highly regulated environments.

Translating insights from large-scale enterprise deployments into product decisions that improve the platform for every customer.

Impact: Protected and expanded ARR by evolving the supplier collaboration, engagement and overall experience into a scalable platform capability.

Bunawat

Co-Founder

August 2020 - December 2023 (3 years 5 months)

Pune District

Led the digital transformation of a 40-year-old brick-and-mortar apparel business, reimagining its operating model to build a scalable omnichannel brand rather than simply launching an e-commerce website.

Chose to invest in a community-led growth ecosystem—bringing together resellers, influencers, and customers—instead of relying primarily on paid acquisition, balancing sustainable growth with capital efficiency.

Built customer experiences and operational processes that enabled the business to scale while maintaining high service quality across multiple sales channels.

Impact: Grew the business to 8-figure revenue in the first year of digital operations, followed by 50% year-over-year growth in the next two years. Served 40,000+ customers, maintained returns below 12%, achieved an NPS above 4/5, and kept paid marketing below 15% of GMV through a community-driven growth model.

Startups

Lead Product Manager

January 2020 - May 2022 (2 years 5 months)

Pune District

Product Lead – Parent Experience & CRM | Lido Learning

Owned the parent and child onboarding product, aligning customer experience with operational efficiency.

Reframed onboarding as a cross-functional systems problem, introducing agile practices that reduced onboarding turnaround time by 4×.

Designed Brain Games to improve student engagement during acquisition sessions, strengthening remote sales conversion.

Impact: Reduced onboarding TAT by 4× and improved the online learning experience during the shift to remote education.

Founder's Office – Product & New Initiatives | SHEROES & Mahila Money

Led strategic initiatives across fintech infrastructure, partnerships, and business operations.

Implemented an endpoint security solution that enabled expansion into new global enterprise markets.

Built dashboards for loan book and PPI transactions, improving visibility into key business metrics.

Impact: Strengthened enterprise readiness through security compliance and data-driven operational decision-making.

OST

Senior Product Manager

May 2019 - January 2020 (9 months)

Pune/Pimpri-Chinchwad Area

Defined product workflows and APIs for a blockchain platform that enabled mainstream businesses to launch branded digital tokens backed by staked OST.

Simplified blockchain complexity into reusable platform capabilities by balancing developer flexibility with business usability.

Partnered with customers to validate integrations and translate deployment learnings into the core product.

Impact: Successfully launched pilot implementations with multiple partners, enabling businesses to test branded token economies with real users.

OST "Simple Token"

Product Manager

October 2017 - April 2019 (1 year 7 months)

Pune/Pimpri-Chinchwad Area

Was part of the product team supporting the global Open Simple Token sale, balancing regulatory compliance with a seamless user experience.

Designed the KYC verification system and token transfer MVP, collaborating across product, engineering, and operations.

Streamlined participant verification and token distribution to enable secure global participation.

Impact: Contributed to a token sale that exceeded its fundraising target by 180%, enabling compliant participation across international markets.

Pepo

Product Manager

February 2016 - December 2017 (1 year 11 months)

Pune Area, India

Transitioned to Product Management at Pepo - a social networking app. As part of the core product team participated in mentorship program by 500 Startups.

Shadowed the CEO, taking on product management responsibilities and focused on backend systems and tools.

Impact : Effective admin tools that facilitated community support and monitoring. Reducing First response rate by 4X and reduced TAT to close support tickets to less than 6 hrs.

Fab.com

Director of QA at Fab & Hem

April 2012 - January 2016 (3 years 10 months)

Built and scaled the QA organization from the ground up to support a fast-growing e-commerce platform serving 10M+ users.

Led quality across web, mobile, CMS, and production releases, coordinating execution across 13 product and engineering teams.

Introduced end-to-end test automation and scalable quality practices, enabling faster and more reliable software delivery.

Impact: Scaled the QA team to 21 members, was promoted to Director of QA, and accelerated production delivery speed by 3x.

SoftDEL Systems Pvt Ltd

2 years 2 months

Technical Product Manager

February 2011 - March 2012 (1 year 2 months)

I was working on a product, Aerodel Director. A Network Management System for Industrial Networks. I was involved in :

- * Gathering requirements from existing, potential customers and market analysis.
- * Interacting closely with development leads, product architects and key customers.
- * Delivering product demos to existing and potential customers. Highlighting product differentiators and use cases that were being addressed by the product.

Sr Test Engineer

February 2010 - January 2011 (1 year)

- * Prepare recruitment strategy for Testteam and recruit people accordingly.
- * Prepare a strategic plan to build up testing infrastructure. This includes testing infrastructure for functional, performance and regression testing. Doing End-to-end testing.
- * Training, Enabling, Mentoring the test team members.
- * Develop Automation framework for sanity , regression , performance and longevity testing.
- * Develop tool/s to ease and pacify testing efforts to meet release targets.
- * Review Manual and automation test results for build qualification.

Cisco

Member of Technical Staff

January 2006 - January 2010 (4 years 1 month)

Pune, Maharashtra, India

- * Expanded the existing test infra for newer protocols.
- * Responsible for scripting Rev-A and VOIP protocol.

Education

University of Pune

B.E, Computer Science · (July 2005)

Sunstone Business School

Nano-MBA, Product Management.