

RAHUL SINGH

TECHNICAL PRODUCT MANAGER | ENTERPRISE APPLICATIONS | API INTEGRATIONS

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[LinkedIn](#) | [GitHub](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Technical Product Manager and IT leader with 10 years of experience managing enterprise and customer-facing products across ERP, CRM, POS, mobile applications, payments, analytics, and SaaS platforms. Combines product planning, stakeholder management, Agile delivery, and cross-functional leadership with hands-on expertise in PHP, Java, REST APIs, SQL, cloud infrastructure, and enterprise integrations. Delivered products supporting 1M+ users and 250+ retail outlets and reduced backend processing time by 90% through architecture optimization and automation.

CORE COMPETENCIES

Product Lifecycle Management | Product Planning | Requirements Gathering | Roadmap Execution | Backlog Prioritization | User Stories | Agile/Scrum | Sprint Planning | Release Management | Stakeholder Management | Cross-functional Leadership | Vendor Management | Product Analytics | API Products | ERP, CRM and POS Integrations | Mobile Applications | Workflow Automation | System Architecture | REST APIs | SQL Optimization | AI and LLM Integrations

PROFESSIONAL EXPERIENCE

Ajay's Good Food Pvt. Ltd. — *Navsari, India*

IT Head / Technical Lead | October 2025 – Present

- Lead technical product planning and delivery across ERP, POS, backend, and reporting platforms supporting 250+ retail outlets.
- Translate operational requirements into product priorities, integration plans, and scalable technical solutions.
- Design REST API ecosystems connecting Odoo ERP, POS platforms, and centralized reporting systems.
- Manage product delivery, vendor coordination, production monitoring, incident resolution, and multi-location data synchronization.
- Implement secure authentication, role-based access control, audit logging, and compliance mechanisms.
- Guide engineering teams through Agile delivery, code reviews, architecture decisions, and release execution.

Magicrete Building Solutions Pvt. Ltd. — *Surat, India*

Assistant General Manager – IT (Technical Lead / Full-stack Leader) | June 2022 – October 2025

- Architected enterprise integrations connecting Microsoft Dynamics CRM, Business Central, payment gateways, mobile applications, and reporting platforms.
- Developed scalable backend products using PHP, MySQL, MSSQL, and Oracle Cloud.
- Reduced backend processing time by 90% through SQL optimization, caching, and backend redesign.
- Built dashboards, automation pipelines, and API-driven workflows that improved operational visibility and reduced manual activities.
- Automated customer communication and reporting using WhatsApp APIs, CRM integrations, and cloud-hosted services.
- Led product scalability, security, database optimization, technical architecture, and third-party integration decisions.

- Mentored development teams through Agile execution, code reviews, technical planning, and engineering best practices.
- Introduced AI-assisted engineering workflows that reduced external development costs and accelerated feature delivery.

PROFESSIONAL EXPERIENCE

Marico Limited — *Mumbai, India*

Systems Analyst | March 2022 – June 2022

- Coordinated delivery across engineering, QA, and business stakeholders for enterprise application initiatives.
- Converted business requirements into technical plans, sprint deliverables, and solution workflows.
- Managed Agile sprint execution, task tracking, stakeholder communication, and release coordination.

MaxAvya Technology — *Surat, India*

Founder / Technical Lead – Part-time | August 2021 – June 2022

- Founded a technology venture delivering mobile applications, custom software, and third-party integrations.
- Managed the complete delivery lifecycle from requirement gathering and solution design to deployment and support.
- Led client communication, product planning, architecture decisions, development priorities, and delivery timelines.

Escrow InfoTech — *Surat, India*

Product Manager | June 2018 – March 2022

- Led the development and scaling of mobile products that reached more than 1 million users.
- Managed cross-functional teams of up to 15 members across product planning, development, integration, and releases.
- Designed analytics pipelines that improved data-driven decision-making capabilities by 30%.
- Optimized backend systems, increasing application performance and reliability by 25%.
- Integrated advertising platforms, analytics tools, APIs, and third-party services to improve functionality and engagement.
- Mentored junior developers, contributing to a 20% improvement in team productivity and capability.

Escrow InfoTech — *Surat, India*

Android Developer | June 2016 – May 2018

- Developed and scaled Android applications using Java and supporting backend technologies.
- Implemented analytics, advertisements, APIs, and third-party integrations.
- Collaborated with product, development, QA, and business teams to deliver new features through Agile/Scrum.

TECHNICAL SKILLS

Product and Delivery: Product Planning, Requirements Analysis, Roadmaps, Backlog Management, Agile/Scrum, Jira, Release Management, Vendor Management

Programming: PHP, Java, JavaScript, Python, Flutter/Dart, HTML, CSS

Databases: MySQL, MSSQL, SQL Optimization, Data Synchronization, ETL Pipelines

Enterprise Platforms: Odoo ERP, Microsoft Dynamics CRM, Microsoft Business Central, POS Platforms

Architecture: REST APIs, Microservices, Backend Architecture, Authentication, RBAC, Scalable System Design

Cloud and Infrastructure: Oracle Cloud, IIS Server, Apache, Cloud-hosted Integrations

Integrations: Razorpay, Cashfree, WhatsApp APIs, Firebase Analytics, Payment Gateways

AI: OpenAI APIs, AI-assisted Development, LLM Integrations, RAG-based Systems, Intelligent Automation

SELECTED PRODUCTS

Magicrete BuildMart | [Google Play](#)

Customer loyalty application supporting coupon scanning, redemption, reporting, and payment workflows. Processes transactions worth crores of INR annually.

Technology: Flutter/Dart, PHP, MySQL, MSSQL, Firebase Analytics, IIS, Apache, Microsoft Dynamics CRM, Business Central APIs, Cashfree, Razorpay

Magicrete Sarthak | [Google Play](#)

Sales-force application enabling order punching, reporting, ticket management, case tracking, and field-activity monitoring.

Technology: Flutter/Dart, PHP, MySQL, MSSQL, Firebase Analytics, IIS, Apache, Microsoft Dynamics CRM, Business Central APIs

EDUCATION

Bachelor's Degree in Computer Science and Engineering | Gujarat Technological University, Surat | 2013–2016 | GPA: 7.55/10

Diploma in Computer Science | Gujarat Technological University, Surat | 2009–2013 | GPA: 6.67/10

CERTIFICATION

IELTS - IELTS Official | 2018

AWARDS

Employee of the Month - Magicrete Building Solutions Pvt. Ltd.

Recognized for migrating a legacy Java mobile application to Flutter for Android and iOS and implementing RBAC in the backend portal.

Kaizen Award - Marico Limited

Recognized for transitioning development task management from Excel to Jira, improving visibility, collaboration, and delivery tracking.