

# Amit Kumar Singh

Product Manager | Marketing and Seller Experience at Lazada Group | a Rocket Internet Venture

Vietnam, , VN

Product Manager | eCommerce, Marketing, Internet Strategy, Business Development

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## Biography

I'm the Marketing Product Manager for Lazada Group, the topmost ecommerce platform in South East Asia. In this role, I lead the strategic product and platform initiatives that results in customer acquisition, engagement, and conversion on web, mobile and app platforms across all marketing channels in South East Asia region. Right from leading Lazada platform rollover in Singapore to designing and implementing Analytics infrastructure spanning web and mobile apps to building Affiliate platform to scaling SEO initiatives to enriching Email Marketing platform to gamifying Lazada with Social platform to Re-targeting strategies to running campaigns, I continue to enjoy solving multiple complex problem in areas of customer and seller experience on day to day basis. Before joining Lazada Group, I interned for an investment management firm, Octave Partners under The Tony Elumelu Foundation's African Markets Internship Program, evaluating investment memoranda and designing business plans that earned me scholarship award. Prior to my MBA, I have done product management and consulting for Infosys Technologies for UBS Investment Bank as client in areas of SAP Finance & Control, Payment products, and Customer Satisfaction. I have traveled, worked, and lived across Europe ? Spain, UK, France and Italy, South East Asia- Singapore, Malaysia, Thailand, Vietnam, and India, Middle East Asia and Africa ? Qatar, and Nigeria. I have an MBA from IESE Business School, Barcelona and a B.Tech (Honors) with Gold Medal in Biomedical Instrumentation Technology. I am always eager to connect with former colleagues, classmates, and other entrepreneurial product and marketing enthusiasts, so feel free to contact me.

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## Industry Expertise

Investment Management, Internet, Retail

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## Areas of Expertise

Digital Marketing, Product Management, Marketing Analytics, Entrepreneurship, Ecommerce

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## Affiliations

ISA MGR University's BioRhythm Club, IESE Alumni

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## Education

DAV Jawahar Vidya Mandir, Ranchi  
High School

**IESE Business School - University of Navarra**  
Master of Business Administration (M.B.A.)

**Dr. MGR Educational and Research Institute**  
Engineer's Degree Biomedical Instrumentation

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