

Rachna Ravi

Staff Product Manager | E-commerce, Food, Growth & Virality, Supply Chain

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Summary

9+ years in product across e-commerce, food, grocery, and retail supply chain — from 0-to-1 launches to products serving millions, B2C through B2B. I find the problem in what customers actually do, validate with experiments before committing, and make the calls that get products shipped in time.

Professional Experience

Staff Product Manager | HelloFresh, Canada | Dec 2025 – Present

Own referral product across HelloFresh brands, aligning with commercial, analytics, and CRM.

- Drove Refer-a-Friend program turnaround on a €115M/year channel, narrowing US invite decline from -26% to -13% YoY within 1 quarter (invites +18%, sessions +19%). Canada closed from -22% to -3% YoY.
- Introduced referral touchpoints at satisfaction moments and shifted to direct in-moment sharing, increasing click-to-invite rate by 3%.
- Shipped platform unification (React Native migration, web consolidation), enabling same-day experiment launches and self-serve content updates for commercial teams.
- Built Claude Code-assisted workflows across specs, tickets, and prototyping, increasing team delivery velocity by 30%.

Senior Product Manager II | HelloFresh, Canada | 2024 – 2025

Owned product delivery for Factor's entry into the weight-loss market.

- Shipped Factor's first weight-loss subscription program from strategy through launch; program AOV of \$202 vs \$120 standard tier, adding +1.8% blended AOV.
- Recovered conversion from -13% to neutral through iterative funnel changes.
- Redirected H2 strategy from a second program launch (GLP-1) to improving the existing one, presenting retention data to senior leadership.
- Coached a first-time Product Manager through successful promotion to Senior PM.

Senior Product Manager I | HelloFresh, Canada | Jan 2023 – 2024

Owned the active subscriber experience for Ready-to-Eat brands across seven geographies.

- Improved retention +2.2% and conversion +2% among customers with dietary restrictions by introducing personalized meal defaults on Factor US, contributing to \$30M+ in customer lifetime value.
- Delivered \$16M+ in cumulative customer value through nine experiments across the core active experience; each targeting a specific customer behavior and shipping in weeks, not quarters.
- Piloted experiment-paired surveys (Sprig + Optimizely) to capture qualitative feedback alongside quantitative metrics; methodology later adopted across other HelloFresh brands.

Product Manager | Tecsys, Canada | Feb 2022 – Jan 2023

- Modernized the Stores application under Tecsys OMNI OMS, delivering a net-new Customer 360 View within 6 months and onboarding a pilot customer.

Senior Product Manager | Browze, Canada | Sep 2021 – Jan 2022

Built product for a cross-border D2C marketplace serving merchandising, vendor, and finance.

- Increased overall margin by 6pp through new pricing logic and rule-based services.
- Scaled a new web experience across four geographies and multiple currencies.

Senior PM, Online Delivery | Loblaw Digital, Canada | Nov 2020 – Sep 2021

Ran product for PC Express delivery across the customer and fulfillment journey.

- Expanded delivery coverage nationwide, generating CAD \$40M in incremental revenue via third-party logistics integration for last-mile fulfillment.
- Reduced manual operational effort by 20% through a serviceability portal — single source of truth for delivery coverage and reporting.
- Mentored a product co-op to deliver automated item-level classification, reducing costs from non-feasible delivery orders.

Product Consultant | Greyamp Consulting, Indonesia | Jan 2017 – Jun 2020

Consulted with BFSI clients on business agility and digital product transformation, including Jenius

- Defined product backlogs and conducted user research for digital banking products at Jenius and Sinaya, from user persona creation through prototype testing.
- Designed rapid experiments to assess feasibility, informing investment decisions based on ROI.

Tools & Skills

Statsig, Optimizely, Sprig, Jira, Figma, Claude Code, Iterable, Google Analytics, Confluence

Certifications & Education

- Professional Scrum Product Owner (PSPO) I | 2020

- MBA | Indian Institute of Management, Kozhikode, India | Apr 2015