

## Contact

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(LinkedIn)  
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(Blog)

## Top Skills

Machine Learning  
A/B Testing  
Data-driven Decision Making

## Languages

Tamil  
Hindi  
English

## Certifications

Product Experimentation Micro-Certification (PEC)<sup>TM</sup>#  
Product Masterclass : How to Build Digital Products  
Machine Learning Foundations for Product Managers  
Agile Project Management Principles  
Transitioning from Waterfall to Agile Project Management

# Piramanayagam TD

Product Manager Nomadia Delivery | Driving Innovation in Last-Mile Delivery Solutions | Optimizing Delivery Management for Efficiency and Scalability

Chennai, Tamil Nadu, India

## Summary

As a Product Manager specializing in Delivery Management Systems, I am passionate about creating seamless, scalable, and sustainable solutions that drive efficiency and enhance customer experience. I focus on developing tools that empower logistics teams, optimize delivery operations, and contribute to more sustainable practices.

**End-to-end Product Development:** From ideation and requirements gathering to release and iteration, I work closely with cross-functional teams to ensure product solutions meet real-world delivery challenges.

**Customer-Centric Solutions:** I prioritize the needs of all stakeholders—from dispatchers and planners to drivers and end customers—developing features that enhance ease of use, reduce operational friction, and deliver exceptional experiences.

I'm dedicated to leveraging innovative technology to transform delivery management and build systems that meet the evolving demands of today's logistics landscape. Always looking to connect with others in the industry who are passionate about the future of logistics and delivery!

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## Experience

Nomadia

14 years 1 month

Product Manager

October 2022 - Present (3 years 9 months)

Chennai, Tamil Nadu, India

I specialize in driving end-to-end product development—from discovery to delivery—in the delivery management and logistics SaaS space. My work

revolves around deep customer insights, iterative product improvements, and strategic stakeholder alignment to build solutions that optimize last-mile logistics and real-time delivery tracking.

#### Key Focus Areas:

- # Discovery & Validation – Customer interviews, user testing, A/B testing, and NPS analysis to shape product direction.
- # Data-Driven Decision Making – Leveraging product usage insights to refine roadmaps, pivot strategies, and optimize features.
- # Stakeholder & Roadmap Management – Aligning internal teams to prioritize impactful initiatives.
- # UX & Prototyping – Wireframing and usability testing to ensure seamless workflows for transporters and subcontractors.
- # Execution & Delivery – Epic/user story creation, sprint planning, and ensuring successful feature rollouts.
- # Thought Leadership – Presentations to Gartner & IDC, driving industry conversations on logistics tech innovation.

With a customer-first approach, I thrive on solving complex logistics challenges with data-backed insights and continuous experimentation.

#### Senior Manager

January 2020 - October 2022 (2 years 10 months)

Chennai, Tamil Nadu, India

As a Product Manager & Senior Manager, I take care of the following

@Nomadia group

User interviews/Brainstorming sessions

Product design mockups

Competitor analysis

Product discovery/research on technologies in trend

Conduct webinars

Host Sprint reviews

Solution Architect

Product Consultation

Product Support

Product Marketing - Content Writing/Videos

Product API Documentations

Product Training

& Implementations

#### Project Manager

June 2016 - January 2020 (3 years 8 months)

Chennai Area, India

Responsible for managing the technical product support team of Geoconcept India.

As part of the technical product support, we do the following,

Automation of processes using Oracle PL/SQL scripts,

Responding to the RFP with technical write-ups and answers,

API integration support to our customers,

Technical demonstrations to prospect customers/partners (pre-sales),

Training to customers on different products of Geoconcept,

Implementation of Geo-BI, Route optimization solutions,

API integration documentation,

Marketing case studies,

Marketing videos highlighting product features etc.,

### Sr. GIS Engineer

June 2012 - June 2016 (4 years 1 month)

Chennai Area, India

Successfully implemented the following,

Geo-BI sales and marketing portal for a leading agrochemical company which included,

Extract Transform and Load different data slices to the data warehouse

Configuration of sales and marketing geographic analysis

BIRT report template creation using groovy scripts and MDX queries

Route optimization and sectorization solution for a leading petrochemical company which included,

Geocoding of outlets,

Configuration of salesman route planning business rules,

Sector optimization of mobile force sales territory using a specific set of business rules to increase productivity and coverage,

Integration of route optimization output with 3rd party tools so as enable the mobile force to see them on their personal assistant devices.

### Tata Consultancy Services

Systems Engineer

July 2010 - May 2012 (1 year 11 months)

New Delhi Area, India

Successfully executed 2 end to end GIS implementation on Asset management which includes,

Implementation of Web-GIS portal for New Mangalore Port Trust by integrating it with Oracle Property Manager

Implementation of Web-GIS portal for Visakhapatnam Port Trust by integrating it with SAP Flexible Real Estate Management System

CES

Analyst GIS

June 2008 - May 2010 (2 years)

New Delhi Area, India

Was part of the customization and implementation of a GIS portal built on based on Autodesk products for Water Resource Department of Rajasthan.

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## Education

NPTI

PG Diploma, GIS & Remote Sensing · (2007 - 2008)

Noorul Islam University

B.E., E & I · (2003 - 2007)

SJSSJHSS

10 + 2, Computer Science · (2002 - 2003)