

Contact

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Top Skills

Change Management
Business Strategy
Team Leadership

Certifications

Communication for Product Managers
Chief Product Officer professional certificate program - eMDP
AI Strategies for Business Transformation
Getting started with Productboard
Data Strategy for Generative AI Platforms

Shikha Shukla

Product Leader @Reputation | IIMK -eMDP | Gen AI,ML& NLP | Reporting, Insights and Analytics| ISB - Leadership with AI
Hyderabad, Telangana, India

Summary

With over 10+ years of experience, I lead product strategy, roadmapping, and team management as a Manager of Product Management. My focus lies in leveraging change management, business strategy, and team leadership skills to guide the development, launch, and success of innovative products.

At Reputation, I oversee AI, reporting, insights, and analytics products, incorporating Gen AI, text analytics, and NLP to derive actionable insights from feedback data. These efforts empower brands to understand sentiment trends, optimize customer experiences, and enhance brand perception. My goal is to deliver impactful solutions that drive value for clients and stakeholders.

Experience

Reputation

3 years 10 months

Manager Product Management

October 2025 - Present (7 months)

Hyderabad, Telangana, India

Responsible for defining the product strategy, roadmap, and vision while leading a team of Product Managers to develop, launch, and maintain a successful product.

Senior Product Manager

March 2023 - October 2025 (2 years 8 months)

Hyderabad, Telangana, India

Managing Gen AI, AI generated insights , Reporting and Analytics product.

Product Manager

July 2022 - March 2023 (9 months)

Hyderabad, Telangana, India

Managed Customer Experience insights product which utilizes Text analytics and NLP to understand sentiment trends on aggregated feedback data and empower brands to understand their brand perception.

Fit Analytics, a Snap Inc. company

Product Manager

December 2019 - May 2022 (2 years 6 months)

Berlin, Germany

Managed AI/ML based product powered by product recommendation engine available via API and SDK for Fashion Retailers

Trace One

Business Intelligence Engineer (Data Quality)

July 2018 - June 2019 (1 year)

St. Albans, England, United Kingdom

REPL Group, Part of Accenture

Senior Consultant

January 2018 - June 2018 (6 months)

Leamington Spa, England, United Kingdom

Principal Global Services

Associate Consultant

December 2011 - December 2015 (4 years 1 month)

Pune, Maharashtra, India

Education

Rajiv Gandhi Prodyogiki Vishwavidyalaya

Bachelor of Engineering - BE, Information Technology · (July 2004 - June 2008)

Hitkarini College of Engineering and Technology, Hitkarini Hills

Dumna Road, Rembhar P.O. Khamaria, Jabalpur-482005

Bachelor of Engineering - BE, Information Technology · (September 2004 - June 2008)

Kendriya Vidyalaya

Mathematics and Computer Science · (April 2001 - March 2003)