

Alaf Azam Khan

Senior Product Manager | Product Leader | AI | E-commerce

alafazam@gmail.com | [+917987847247](tel:+917987847247) | [linkedin.com/in/alafazam](https://www.linkedin.com/in/alafazam)

Professional Summary

AI-led Product Leader with 8+ years of experience building and scaling **B2B SaaS platforms** across retail tech and fulfillment domains. Established the **product management function at Increff**, driving \$12M+ ARR and transforming PM operations with **AI-powered documentation, prototyping, and GTM workflows** that accelerated delivery speed and improved cross-functional clarity.

Senior Technical Product Manager - Increff

March 2022 — Present | Reporting to CEO

25–30 Dev Team | 3 PMs Managed | 5+ Products

Spring | Python | MySQL | GCP | K8 | NextJs | Cursor

Claude Code | Jira | Figma | Notion | Matomo

- **Owned product vision and roadmap** for a suite of SaaS fulfillment products (WMS, OMS, SFS, LMS, BI) **serving 100+ B2B retail clients (~\$12M ARR)**; defined KPIs and product metrics to measure adoption and operational efficiency.
- **Spearheading Increff WMS2 as an IC**, Increff's next-generation warehouse management platform, leading architectural and workflow transformation to expand addressable market and enable faster global GTM.
- **Designed and executed GTM strategy for WMS2**, offering **2-year free access for non-fashion brands** to accelerate market penetration beyond Increff's stronghold in fashion; aligned roadmap, pricing, and onboarding strategy to support this expansion plan.
- **Conducted customer interviews** and **voice-of-customer sessions** with enterprise clients to identify pain points, prioritize roadmap features, and refine product-market fit; these helped us in onboarding 3 of our largest customers.
- **Pioneered AI-powered product workflows, embedding internal copilots** for PRD generation, design prototyping using AI in cursor, and creating demos using mockups screens in product, reducing Idea to dev time by ~30% and accelerating engineering velocity by 70–80%.
- **Built and Scaled a high-performing PM org**, mentoring 3 APMs into independent PMs managing 5+ product lines; instituted cross-functional alignment with Sales, Success, and Engineering.
- **Implemented ROA-driven prioritization and bandwidth allocation frameworks**, improving on-time delivery from 60% → 85% and eliminating urgent-critical sprints.
- **Defined PRD frameworks and templates** that unified **technical, business, implementation, and FAQ** perspectives, connecting PRDs to searchable metadata ("emotions") to make them **discoverable across the org**.
- **Automated PRD to documentation to release note generation workflow** using **Notion AI**, creating a single source of truth per feature and **reducing internal Customer Success and Sales queries by ~40%**.
- **Drove cloud cost optimization**, achieving **30%+ reduction in spend** while maintaining 99.9% uptime across 8M+ monthly orders.
- **Led 50+ technical interviews** across Campuses for SDE1–SDE2 roles; standardized hiring processes for quality and speed.

Software Development Engineer 3 / Acting Technical Product Manager - Increff

June 2021 — March 2022 | Reported to: CTO

15–20 Dev Team | Managed: 3-5 | 3 Products

Tech: Spring | Python | MySQL | ELK | Angular

Jira | Confluence | FigJam

- **Transitioned** from engineering to product leadership, owning backend roadmap and cross-functional execution for Increff WMS, OMS, SFS, RMS., enabling seamless multi channel operations for **key enterprise clients**
- Defined and delivered complex features like **Order Splitting Routing and Expiry Workflows**, increasing inventory exposure by 40% and streamlining fulfillment and multiple orders features like **Kitting, B2B picking, ASN, staging area** etc.

- Led solution design for all new enterprise clients, collaborating directly with customer teams to understand pain points and deliver tailored product configurations **decreasing the average onboarding time by ~100%** and **initial error rate by ~30%**
- Conducted discovery interviews and worked closely with key accounts to define product gaps, influencing roadmap prioritization and reducing onboarding friction by 30%
- Revamped SDLC and introduced Agile ceremonies, increasing sprint predictability and **reducing feature cycle time by ~25%**
- Facilitated team alignment as Scrum Master, ensuring timely releases and improved collaboration across engineering, QA, and product stakeholders
- Established documentation and coding standards across engineers in the company.

Software Development Engineer 2 | Lead Developer - Increff

July 2019 — June 2021 | Reported to: CTO

15–20 Dev Team | Managed: 3-5 | 3 Products

- Led architecture design, coding efforts, and Backend team for the Warehouse Management System (WMS) Product.
- Led campus recruitment at approximately 10 universities
- Built multiple internal tools for deployment, demo, release notes tracking etc.

Between July 2016 and March July 2019 , Alaf worked as a SDE1 at EnvestNet Yodlee and HomeYantra, and at Increff. The details are available upon request.

Education

National Institute of Technology (Srinagar), B.Tech in Information Technology (2012 – 2016) GPA: 8.0/10

Selected Certifications

- [Advance Product Management Certificate \[Summer 2025\]](#) Issued June 2025
- [AI Product Management Course](#) Issued June 2025
- [Improving Your Product Sense](#) Issued Sep 2024
- [Managing your PM Career in 2025 and beyond](#) Issued Jul 2024
- [Edx Supply Chain Dynamics](#) | Issued Dec 2021
- [edX Supply Chain Design](#) | Issued Apr 2021
- [edx Supply Chain Technology and Systems](#) | Issued Mar 2021
- [edX Supply Chain Fundamentals](#) | Issued Dec 2020

Additional Information

- Interests: User experience, coaching, technology, space exploration.
- Substacks that I follow : [The Skip](#), [Lenny](#), [Product Growth](#), [Product Compass](#), [Engineering Leadership](#)

What I Bring to the team

- **Systems Thinker** – From backed code to cloud architecture to UX/ UX to end customer, I see the whole stack
- **Curious & User-Focused** – I chase problems to solve, jobs to do, metrics to hit, not just feature requests
- **Cross-Functional Navigator** – Fluent in engineering, product, business, and customer language
- **Outcome-Driven** – My north star: measurable impact, not output