Alaf Azam Khan

Senior Product Manager | AI + E-commerce | Builder and Product Leader @ Increff

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Professional Summary

Technology leader with **8+ years of experience** scaling software and product solutions in **fast-paced e-commerce environments**. Skilled at driving **AI-powered innovation**, leading cross-functional teams, and delivering customer-centric products that align technical capabilities with business outcomes.

Core Achievements

🚀 **Scaled fulfillment platform** to handle 200M+ SKUs and process 8M+ orders monthly

🤖 Integrated **AI solutions** that cut time-to-market by 30% and boosted developer velocity

💰 Led product management and engineering organization delivering **$12M+ in ARR**

Experience

Senior Technical Product Manager - Increff   March 2022 — Present

Team: 25–30 | PMs Managed: 3 | Products: 5+ | Reported to: CEO

Tech: Spring Python MySQL GCP Kubernetes Angular

Product Tools: Jira Figma Notion Matomo

- Owned **product vision and roadmap** for all fulfillment products, powering e-commerce operations for **100+ global clients**.
- Drove **$12M+ in ARR** by delivering high-availability systems that supported 200M+ SKUs and processed 8M+ orders monthly.
- Launched **AI-driven product initiatives** that cut time-to-market by 30% and boosted dev velocity through rapid prototyping.
- Modernized product suite with **event-driven architecture**, enhancing scalability and enabling modular growth.
- Spearheaded **full-stack transition** across engineering and PM teams, reducing feature delivery time by 40%.
- Led **cost optimization strategy** across infrastructure, achieving 30% reduction in cloud spend.
- Built and scaled a **high-performing PM team**, improving onboarding efficiency by 40% through coaching and hiring standards.
- Led **100+ technical interviews** across SDE1–SDE2 roles; standardized hiring processes for quality and speed.

Software Development Engineer 3 / Acting Technical Product Manager - Increff

June 2021 — March 2022

Team: 15–20 | Reported to: CTO

Environment: E-commerce platform scaling across OMS, WMS, and backend services

Tech: Spring Python MySQL GCP ELK

- **Transitioned** from engineering to product leadership, owning backend roadmap and cross-functional execution for Omni Suite, enabling seamless multichannel operations for **key enterprise clients**
- **Defined** and delivered complex features like Order Splitting and Expiry Workflows, increasing inventory exposure by **40%** and streamlining fulfillment
- **Led** solution design for all new enterprise clients, collaborating directly with customer teams to understand pain points and deliver tailored product configurations
- **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

Software Development Engineer 2 - Increff

July 2019 — June 2021 • 2 years

Team Size: 5-10 | Managed: 3-5 | Reported to: CTO

Led architecture design, coding efforts, and Backend team for the Warehouse Management System (WMS) Product.

- **Spearheaded** design and implementation of all WMS features
- **Guided** 5-10 key clients from pre-sales to production launch
- **Established** documentation and coding standards
- **Led** campus recruitment at approximately 10 universities

Software Development Engineer - Increff

September 2017 — June 2019 • 1 year 10 months

Team Size: 3-5 | Reported to: CTO

Tech Stack: AngularJS Angular Material Design Bootstrap TypeScript Spring Hibernate MySQL GCP

Started as a Front-end Engineer and transitioned to Full Stack Engineer within 6 months.

- **Designed** and launched the Algorithm Execution Platform for Merchandising Software single-handedly
- **Built** and deployed the Performance and Appraisal Review System (Increff Achieve)
- **Developed** core features for WMS MVP and successfully launched with major clients

Software Development Engineer - Envestnet Yodlee

July 2016 — September 2017

Tech Stack: Node.js SQL Express.js Handlebar.js Backbone.js Java Spring Hibernate

Part of sustaining engineering team in Yodlee. Fixed bugs in existing product (Personal Finance Manager) and developed an internal tool that tracks Bugzilla productivity using XML RPC API.

Education

National Institute of Technology Srinagar

Bachelors in Information Technology • 2012 — 2016

GPA: 8.0/10

Licenses & Certifications

Ⓜ Maven Certificates

Improving Your Product Sense

Issued Sep 2024 • Credential ID: XqbJfSva

Managing your PM Career in 2025 and beyond

Issued Jul 2024 • Credential ID: VbVjjhlx

◇ edX Supply Chain Specialization (4 certifications)

Supply Chain Dynamics

Issued Dec 2021 • Credential ID: 2e1a26ab7c9c461db153d48acf5bc6db

Supply Chain Design

Issued Apr 2021 • Credential ID: ea7763df63b748769dd3f306f29eb4b0

Supply Chain Fundamentals

Issued Dec 2020 • Credential ID: 0914c7fd78254817a8021a06c42790f2

Supply Chain Technology and Systems

Issued Mar 2021 • Credential ID: 6d9c3e4cb61c41f380946ab383c9c416