## Cover letters

Canva - [**Senior Platform Product Manager, GenAI**](https://www.linkedin.com/jobs/view/4132652090/?refId=28d8e88d-9ab5-4844-b00c-6594cabad167&trackingId=nxtgvdJBQfqr33bIXa%2Bm7A%3D%3D)

**19/02/2025**

Dear Hiring Manager,

I was excited to see a Senior Platform Product Manager (GenAI) role at Canva—particularly one centred on building, integrating, and scaling new AI tools that transform experiences for users and teams. After reading the description, here are three reasons I believe I’d be a great fit:

1. **Vision & Adoption** I thrive on defining bold product visions and driving AI adoption for maximum impact. For example, launching an AI-powered contract review tool at lawlab, improved operational efficiency by over 50% for lawyers who initially worried AI might replace them. By engaging them early, showing empathy, and highlighting tangible benefits, we turned sceptics into "change-champions" and made AI a true enabler rather than a threat.
2. **Evangelism & Collaboration** **From 0 → 1**, I’ve consistently partnered with product and engineering leaders to bring tech concepts to life. My pragmatic, strategic approach involves mapping core objectives, validating assumptions with stakeholders, and ensuring the right data shapes each feature. I believe that when teams understand both the why and the how, AI adoption naturally accelerates. A blend of clarity, curiosity, and anticipating evolving AI trends keeps everyone moving forward safely—without getting lost in the AI hype.
3. **Platform Strategy & User-Centred Mindset** Whether I’m building a new platform or extending a SaaS product, I’ve found that success depends on giving everyday users immediate, meaningful gains that keep them truly engaged. At lawlab, for instance, we turned a two-day contract review process into a three-minute task, freeing lawyers to focus on higher-level thinking. That’s the kind of transformation I’m excited to bring to Canva—empowering teams and users while making AI a core driver of innovation.

**Why Meet?** I’d love to explore how my experience growing AI products from concept to scale can help Canva continue leading the way in GenAI. Thank you for taking the time to consider my application, and I look forward to hearing from you.

Warm regards,

MYOB – Head of Product

Dear Hiring Manager,

I was thrilled to see the Head of AI Products position at MYOB—particularly one focused on shaping a new era of small business empowerment through AI. I’ve followed MYOB’s journey from a pioneer in accounting solutions to an all-in-one business management platform, and this opportunity to bring AI-driven innovation to life aligns perfectly with what I love doing: turning complex technical visions into transformative, user-friendly products.

1. **Proven Record in AI-Driven Innovation**  
   In my most recent role, I led the development of an AI-powered contract review tool (BuySecure), where I integrated multiple AI models and oversaw a fully remote, cross-functional team. We rolled it out to lawyers who were initially hesitant to trust AI—improving operational efficiency by over 50% and instilling confidence in an otherwise risk-averse audience. This experience taught me how to combine robust AI capabilities with clear communication and user education—vital for MYOB’s mission to help SMEs thrive with AI-based solutions.
2. **Scalable Solutions & Responsible AI**  
   Building AI prototypes is one thing; scaling them responsibly is another. From establishing risk frameworks at Africa's largest corporate bank to migrating legacy systems to cloud environments, I’ve consistently balanced innovation with governance and data security. Spending close to a decade in Banking, I understand the importance of setting up frameworks that ensure safety, cost-effectiveness, and ethical AI principles, especially in the financial sector. The Head of AI Products role at MYOB calls for exactly that: turning prototypes into enterprise-grade AI products that serve customers reliably and transparently.
3. **Leadership That Drives Impact**  
   Over my 15+ years in product management, I’ve led globally dispersed teams, owned multi-million dollar roadmaps, and tackled demanding user adoption challenges. Whether it was championing agile rollouts at ACI Worldwide or consulting to smaller businesses at Higher Ground Network, my focus has always been on practical results: fostering a culture of experimentation, translating user needs into clear product features, and ultimately delivering real-world impact. I’m keen to bring that leadership style to MYOB, mentoring a multidisciplinary AI team committed to unlocking growth for small businesses.

**Why Meet?**  
I’m passionate about bridging the gap between cutting-edge AI and the everyday challenges SMEs face—much like MYOB’s own evolution from accounting software to holistic business management. I’d love to discuss how my background and experience can help MYOB deliver on its ambitious mission. Thank you for your time and consideration, and I look forward to the possibility of collaborating on the next frontier of AI-powered products for MYOB customers.

Xero - [Senior Product Manager - Insights](https://jobs.lever.co/xero/bf478e2c-5e50-4c6a-a295-943dc0c7102d)

20/02/2025

**Dear Hiring Manager,**

I’ve followed Xero since attending my first Xerocon in 2018. The free merch was a great perk, but what really stood out was how seriously everyone takes empowering small businesses. That’s what intrigued me most, and when I saw the Senior Product Manager (Insights) role, I knew I had to apply. Here are three reasons why I believe I’d be a great fit:

1. **Hands-on AI Experience for Unique Client Insights**  
   Most recently, I developed “BuySecure,” an AI contract review tool providing “Legal Intelligence” to first-time property buyers. By integrating multiple LLMs and designing a user-friendly dashboard, Lawlab was able to deliver meaningful information exactly when customers needed it, boosting lawyer efficiency by 50% as a by-product. That’s the same ethos I see at Xero—to use “Financial Intelligence” so small businesses can make better decisions every day, with the potential to inform internal strategies on what matters most.
2. **Experience in Fintech, Payments & Accounting Platforms**  
   My background in managing product portfolios spans large financial institutions, SaaS at scale, and a stint heading product at APS (Reckon)—giving me first-hand knowledge of accounting platforms. I’ve built strong relationships with strategic partners like Syft and developed a deep understanding of SMB needs. Balancing commercial impact with real user value has been my guiding principle for years, and I’d love to translate that into Xero’s mission to help businesses thrive globally.
3. **Proven 0 → 1 Execution**  
   Whether taking BuySecure from concept to MVP in three months or consulting on next-gen product features, I love working with cross-functional teams to bring visions to life—quickly. Having founded a startup myself, I know the importance of testing concepts before coding, truly understanding customers, and iterating regularly. That kind of practical hustle and frequent iteration is what I believe it takes to ship high-impact insights for Xero’s customer base.

I’m very keen to learn more about Xero’s vision and roadmap for this portfolio, and to discuss how my background in AI and financial products might help.

Thank you for reading this far—I look forward to exploring this role further.

**Warm regards,**  
Arvind

Hi Team-Karbon,

I find this role uncannily fitting for 3 reasons:

1. My 15+ years of product experience covers financial products, SaaS and professional services (Accounting PMS and legal) so I deeply understand workflow management, data privacy, data security from first-hand experience
2. I have hands-on AI experience, most recently developing BuySecure, an AI-product for a national law firm. I took this from idea to MVP in 3 months, integrated multiple LLMs, continuously engaging customers and achieved a 50% improvement in lawyer efficiency.
3. I am about as technically strong as product managers come with a track record leading remote and geographically dispersed teams successfully. I thrive in these settings… and always try to be a good person! :-D

Reading this job description and reviewing your website, a few questions jump to mind. and I’d love to speak more about the product, your existing and role. Having a recency bias, coming from a law firm, has Karbon ever considered expanding to small to medium law firms?

Hi Team Karbon,

This role sits at the intersection of AI-driven workflow automation, financial and professional services, and scaling SaaS products—three areas where I’ve delivered measurable impact. Here’s why I’d be a strong fit:

1. Deep Experience in Financial, SaaS & Professional Services (With a Competitor Perspective)  
   With 15+ years in product management across financial services, SaaS, and professional services—including a stint heading product at APS (Reckon)—I understand the challenges of practice management software firsthand. I’ve worked on workflow tools for accounting firms, navigated competitive landscapes, and seen how AI can be a game-changer in this space.
2. AI Execution from Idea to Impact  
   I recently developed BuySecure, an AI-powered contract review tool for a national law firm—going from concept to MVP in three months. By integrating multiple LLMs and engaging customers throughout, we improved efficiency by 50%. The challenge of streamlining complex, high-stakes workflows is highly relevant to Karbon AI, making me curious about whether you’ve explored similar automation opportunities in industries like legal.
3. Technical Strength & Remote Leadership  
   I thrive in distributed, cross-functional teams and bridge the gap between engineering and business. With hands-on technical knowledge, I drive decisions that balance speed, scalability, and security. And of course, I aim to be a good person along the way! 😄

I’d love to learn more about Karbon’s AI roadmap and discuss how my experience can contribute to your vision.

Warm regards,