

ATHIRA JAYAKUMAR

📍 CHENNAI, INDIA | 📞 +91 9916682432 | ✉ ATHIRAJ94@GMAIL.COM | 🔗 LINKEDIN: [ATHIRA JAYAKUMAR]

Product Manager with 3+ years of product experience. Adept at driving data-backed product decisions, owning roadmap execution, and collaborating across engineering, QA, design, and business teams. Proven track record in shipping scalable B2B fintech products and improving product metrics through hands-on data exploration. Passionate about delivering impactful product outcomes.

EXPERIENCE

CAMSFINSERV

PRODUCT MANAGER | APRIL 2025- PRESENT

- **Drove product roadmap and delivery** of the Account Aggregator (AA) and Technology Service Providers (TSP) systems, contributing to market share growth from **12% to 17%**.
- **Led API and SDK development and optimization**, enabling faster and more seamless client integrations
- **Conducted competitive and market analysis** to prioritize features and define roadmap, directly influencing the **launch of Personal Finance Management** and ideation of **Loan Against Mutual Funds** via AA.
- **Managed cross-functional squads** across engineering, QA, customer success, and infrastructure, ensuring on-time delivery and smooth rollouts of high-impact features.

ASSOCIATE PRODUCT MANAGER | AUGUST 2022-MARCH 2025

- **Launched automated FNO onboarding**, reducing turnaround time and manual effort, contributing to market share growth from **1% to 12%**.
- **Introduced Bank Account Verification via AA**, eliminating the need for cheque uploads and reducing late-stage rejections from manual bank verification.
- **Collaborated with UX/design** on A/B testing, leading to usability enhancements that increased user satisfaction by **30%**.
- **Optimized API performance**, reducing latency by **60%** and enhanced system efficiency with SQS queuing and monitoring dashboards, cutting troubleshooting time by **50%** and boosting data conversion to **90%**.

CAMS

SENIOR PRODUCT ANALYST | JANUARY 2022 - JULY 2022

- Onboarded 50 AMCs & 4 Custodians, generating revenue of 50 Lakhs.
- Conducted primary research with stakeholders and helped shape feature enhancements.

PREVIOUS ROLES

- **ICRA LTD - SENIOR ASSOCIATE ANALYST | SEPTEMBER 2020 - DECEMBER 2021**
Assessed the creditworthiness of 20+ corporates using financial modeling and risk analysis.
- **INFOSYS LTD - SYSTEMS ENGINEER | AUGUST 2015- MAY 2017**
Automated internal workflows using web apps. Trained 1200+ employees in SQL, Python, and PHP.

SKILLS

- **Tools & Technologies:** SQL, Postman, JIRA, Draw.io, WebView
- **Product & Analytics:** Data Analytics, Product Lifecycle Management, Metrics Definition, PRD Writing, Feature Prioritization, API Design, A/B Testing
- **Methodologies:** Agile, End-to-End Implementation, Cross-Functional Collaboration

EDUCATION

GREAT LAKES INSTITUTE OF MANAGEMENT, CHENNAI	PGDM (MBA)	2018 - 2020
COLLEGE OF ENGINEERING, ADOOR	B. TECH	2011 - 2015

AWARDS & RECOGNITION

- Awarded MD Honors (CAMSFinserv - CAMS) for exceptional performance and dedication.
- Recognized for seamless onboarding of 50 clients to the Wealthserv platform.