ATHIRA JAYAKUMAR

Product Manager

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CORE SKILLS

- Product Strategy Roadmap Ownership
- API/SDK Design Optimization
- Account Aggregator (AA) Framework
- Risk Regulatory Compliance (RBI, SEBI)
- Data Analytics SQL & A/B Testing User Research

- Agile / Scrum Project Management
- Cross functional Team Leadership & Stakeholder Management
- Cloud Infrastructure (AWS, Azure)
- JIRA, Postman, SQS, MySQL, Draw.io, Figma

PROFESSIONAL EXPERIENCE

Product Manager **CAMSFinserv Pvt. Ltd.** **Apr 2025 – Present**

- Led roadmap for AA and TSP platforms used by 200+ enterprise clients; increased AA transaction market share from 12% to 17% in 12 months.
- Scaled AA daily transactions from 100 to 1.5 lakh by strengthening microservices and optimizing data pipelines.
- Directed API/SDK optimization, reducing latency (avg: 4s → 850ms, p99: 10s → 4s); halved client integration time from 4 weeks to 2 weeks.
- Reduced support tickets by 35% via revamped documentation, sandbox, and Postman collections.
- Launched Loan Against Mutual Funds (LAMF) via AA and Personal Finance Management (PFM) module; defined KPIs and built real time SQL dashboards to track adoption.
- Led a 15-member squad (Engineering, QA, DevOps, CX) with >95% sprint predictability.
- Demonstrated client adaptability: built an excel upload feature for non-tech clients unable to integrate APIs, enabling them to fetch data seamlessly and preventing churn.

Associate Product Manager **CAMSFinserv Pvt. Ltd.** **Aug 2022 – Mar 2025**

- Automated FNO account onboarding via AA; reduced turnaround from 1 day to 1 hour, removing manual processes.
- Embedded bank verification in mutual fund flows; dropped rejection rate from 30% to 10%, increasing conversions.
- Partnered with designers and created Figma wireframes; Conducted A/B testing that improved CSAT by 30%; insights converted into PRDs for rapid iteration.
- Built live monitoring dashboards and SQS based queues, cutting incident triage time by 50% and achieving >90% data accuracy.
- Onboarded CAMSFinserv's largest client: enabled daily run rate growth from 1,000s → 1 lakh transactions. Led technical API integration, co-created compliant customer journeys, and acted as a bridge between client and regulatory guidelines.
- Managed cross-functional delivery while liaising with diverse client types: tech-first firms prioritizing API latency and compliance-heavy firms focused on data privacy.

Senior Product Analyst **CAMS Ltd.** **Jan 2022 – Jul 2022**

- Onboarded 50 AMCs and 4 custodians to WealthServ; drove ₹50 lakh in implementation revenue.
- Conducted market and stakeholder research; defined backlogs and wireframes.

Senior Associate Analyst **ICRA Ltd.** **Sep 2020 – Dec 2021**

- Assessed credit profiles of 20+ companies (primarily textiles and breweries) via ratio and cash flow analysis.
- Drafted rating notes and presented to committees, ensuring SEBI compliant rating processes.

Systems Engineer **Infosys Ltd.** **Aug 2015 – May 2017**

- Developed internal workflow automation tools for budgeting.;
- Conducted SQL, Python, and PHP training for over 1,200 employees.

EDUCATION

PGDM, Finance Analytics **2018 – 2020**
Great Lakes Institute of Management

B.Tech, Electronics Communication **2011 – 2015**
College of Engineering, Adoor

AWARDS & RECOGNITION

- MD's Honor Club Award - CAMSFinserv, 2024