Athira Jayakumar

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FINTECH PRODUCT MANAGER | B2B PLATFORMS & CONSUMER GROWTH

Product Manager scaling fintech for enterprise ecosystems. Grew Account Aggregator (AA) platform from 100 to 1.5 lakh daily transactions across 200+ clients, expanding market share from 12% to 17% in 12 months. Expert in building API-first, compliance-driven products (RBI/SEBI) that balance regulatory rigor with developer experience. Proven track record leading cross-functional teams (15+ members), optimizing technical performance (79% latency reduction), and delivering measurable business outcomes in B2B fintech platforms.

EXPERIENCE

Product Manager | Camsfinserv | Apr 2025 – Oct 2025

- **Drove 5pp market share growth (12% to 17%)** executing roadmap for 200+ enterprise clients; delivered 15+ releases using RICE prioritization.
- **Scaled platform 15x (100 to 1.5L daily transactions)** through microservices optimization and optimizing data pipelines.
- **Reduced API latency 79% (4s to 850ms)** via revamped logic and query optimization; cut partner **integration time 50% (4→2 weeks)** with revamped documentation and sandbox, reducing support tickets 35%.
- Launched Loan Against Mutual Funds (LAMF) and Personal Finance Management (PFM) module; defined KPIs and built real time SQL dashboards to track adoption.
- **Prevented ₹5 Cr ARR churn** building excel upload feature for 15+ non-technical clients (23% transaction base).
- Mentored **2 PM**s shipping 5+ features while leading a **15-member** squad (Engineering, QA, GTM) with more than 95% sprint predictability.

Associate Product Manager | Camsfinserv | Aug 2022 – Mar 2025

- **Reduced Futures & Options (FNO) account onboarding 96% (24hrs to 1hr)** automating verification via AA framework; processed 15,000+ accounts daily.
- Embedded bank verification in mutual fund flows; dropped rejection rate from **30% to 10%**, processing ₹500+ Cr additional AUM annually.
- **Improved CSAT 30%** through A/B testing across onboarding flows; built SQS-based monitoring reducing incident triage 50% and achieving 90%+ data delivery SLA.

Senior Product Analyst | CAMS | Jan 2022 – Jul 2022

- **Onboarded 50+ AMCs and 4 custodians** to WealthServ driving ₹50L implementation revenue; conducted stakeholder research defining backlog of 50+ features.

CORE SKILLS

Product: Product Strategy • Roadmap Ownership & Planning • Product Lifecycle Management • OKRs/KPIs • Prioritization Frameworks (RICE, ICE) • PRD Writing • Go-to-Market (GTM) Strategy • Feature Discovery • Experimentation Frameworks • A/B Testing • User Research • Journey Mapping • Wireframing • Prototyping • Usability Testing • Product Evangelism

Technical: SQL • REST API Design • Microservices • AWS (SQS, Lambda) • Product Analytics • Funnel Analysis • Event Instrumentation • SQL • Data Analytics • Data-Driven Decision-Making

Fintech: Account Aggregator • TSP Platforms • RBI/SEBI Compliance

Tools: JIRA • Figma • Postman • Tableau • Google Analytics • Git • Draw.io

Leadership: Cross-Functional Team Leadership • Stakeholder Management • Agile/Scrum • Mentorship • Communication Strategy • Engineering Collaboration • Backlog Prioritization • Sprint Planning

EARLIER EXPERIENCE

Senior Associate Analyst | ICRA | Sep 2020 – Dec 2021 — Credit analysis and SEBI-compliant rating reports for 20+ companies.
Systems Engineer | Infosys | Aug 2015 – May 2017 — Workflow automation and technical training for 1,200+ employees.

AWARDS & RECOGNITION

- Honored with induction into the **MD's Honor Club** (FY23–24) at CAMSFinserv for strategic leadership in scaling client onboarding and product delivery initiatives, driving market growth and advancing organizational excellence.

EDUCATION

PGDM, Finance & Analytics| Great Lakes Institute of Management| 2018 -2020
B.Tech, Electronics & Communication | College of Engineering, Adoor | 2011 -2015