



## RAKESH ROUSHAN | Product leader with 8+ y.o.e. across Fintech, e-Commerce & SaaS

### Work Experience

#### AUDIOPOD AI (audiopod.ai)

Nov '24 – Current

Co-Founder & CEO

- Building a cloud-native creator-focused B2C SaaS platform serving 5K+ content creators with AI-powered audio creation, edition and publishing workflows
- Led product-led growth strategy with in-app campaigns achieving ₹10 Lakh ARR
- Architected microservices marketing stack on AWS enabling real-time personalization
- Established product analytics framework tracking user behaviour, engagement, and conversion funnels leveraging Mixpanel, Google Analytics, and custom BI dashboards

#### UNQUEST AI (unquest.ai)

Dec '23 – Oct '24

Founder

- Built an AI knowledge management platform leveraging Retrieval-Augmented Generation (RAG) combined with web search, enabling deep research on any topic
- Designed LLM powered content personalization engine improving discovery by 3x
- Implemented social sharing and community features driving 40% of user acquisition
- Negotiated and secured ₹15 Lakh in pilot contracts with enterprise customers

#### ONE97 COMMUNICATION LTD (PAYTM)

Jan '23 – Nov '23

Deputy General Manager

- Led Business Product for Paytm Soundbox service, serving 7M+ merchants
- Established A/B testing framework for product features & experience optimization
- Implemented frameworks tracking NPS, CSAT, and engagement across app+helpdesk
- Improved merchant app engagement by 45% through self-service features and personalized in-app communications and automated loyalty rewards redemption

#### 63IDEAS INFOLABS (NINJACART)

Oct '21 – Dec '22

Senior Product Manager  
(Jan '22 – Dec '22)

- Led 0-to-1 product initiatives, focus on growth strategy and customer acquisition
- Built automated customer onboarding & activation flows improving conversion by 60%
- Implemented collection stack with automated reminders, reducing NPAs by 15%
- Developed credit risk monitoring dashboards using SQL, Python, & Metabase
- Worked closely with cofounders to carve out Fintech charter for the organisation
- Laid out the organisation chart, did capacity planning to manage lending book of 500+cr

#### BHARTI AIRTEL LTD

Jun '18 – Sep '21

Marketing Manager

- Managed ₹500 Cr marketing portfolio for Airtel Karnataka with 25M+ consumers
- Led digital marketing strategy across mobile app, web, email, SMS, and paid channels
- Drove ₹50 Cr incremental revenue through data-driven initiatives (10% revenue lift)

Zonal Sales Manager

- Managed ₹5 Cr+ sales operations with focus on distribution channel optimization
- Owned sales ops including distributor management, inventory planning, and logistics
- Achieved 120% of targets for 3 consecutive quarters through data-driven strategies

Management Associate  
(Singtel)

- Product marketing with focus on prepaid mobile across Southeast Asian markets
- Conducted competitive analysis and market research for regional product strategy
- Optimized gamified loyalty programs, leveraging in-app rewards and social referrals

Management Trainee

- 12-month rotational program across sales & marketing in rural and urban markets
- Strategic projects on customer acquisition, app experience, and digital transformation
- Gained exposure to product marketing, channel management, & customer experience

### Academic Qualifications

Year	Degree/Examination	Board/University	%/CGPA
2018	PGDM	Indian Institute of Management, Calcutta (IIMC)	6.17/9
2016	B.Tech. (Mining Engineering)	National Institute of Technology, Raipur (NITRR)	8.23/10
2012	Class XII	Gyan Niketan (CBSE)	83.8%
2010	Class X	D.A.V. Public School (CBSE)	9.6/10