

VENKATESH PALLAPU

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🌐 [Portfolio](#) | [LinkedIn](#)

Product Manager | AI-Driven SaaS | 0→1 Specialist | GTM & Growth Strategy

AI Product Manager with 3.5+ years of experience delivering 0→1 and 1→N AI-driven products across B2B/B2C markets. Expert in LLM integration, SaaS product strategy, roadmap execution, and data-driven decision-making to drive growth, retention, and revenue impact. Skilled in customer discovery, GTM execution, and stakeholder alignment, leading cross-functional teams to deliver innovative, user-centric solutions that enhance engagement, operational efficiency, and P&L performance.

CORE COMPETENCIES

Product Strategy & Roadmap Ownership | Market Research & Customer Insights | Stakeholder Management & Executive Communication | Agile/Scrum & Sprint Planning | PRD, User Stories & Requirements Gathering | Go-to-Market (GTM) Strategy & Execution | Product Discovery | Product Analytics | Feature Prioritization | UI/UX Optimization | Growth Experimentation | Cross-Functional Collaboration | Data-Driven Decision Making | KPI & OKR Management | Product Lifecycle | Client Relations | MVP | Wireframes | Funnel Optimization | A/B Testing | RPA/Email based integrations | AI/LLM Integration | Product-Market Fit | Postman | Customer Journey Mapping | Budget Management | P&L accountability | GDPR | CCPA.

TOOLS & TECHNOLOGIES

AI/ML & Research: ChatGPT, Lovable, V0.dev, DeepSeek, Cursor, Gemini, Bolt | **Automation:** Zapier, N8n | **Product & Docs:** Jira, Confluence, Notion, GitHub Projects | **Analytics & BI:** Mixpanel, Amplitude, VWO, Google Analytics 4, Power BI | **UX & Design:** Figma, Miro, Balsamiq | **Infra & Payments:** Firebase, Supabase, Razorpay, Stripe, Shopify | **Marketing Tools:** Digital Marketing, Semrush, Mailchimp, HubSpot. | AI Agents, Generative AI, RAG, LTV, CAC, PMF, OKRs tracking tools | REST API, JSON, Webhooks.

PROFESSIONAL EXPERIENCE

Product Manager

BOVEN TECHNOLOGIES – Bangalore

Aug 2023 – Present

Ad-Compliance Platform (0-1)

- Owned product strategy and roadmap for an **Ad-Compliance platform**, delivering a modular rule engine, Chrome extension, and admin dashboard.
- Increased compliance rate from 65% to 95%, reducing QA time by 40% and saving 250+ man-hours per month per agency, directly improving client retention and operational efficiency.
- Scaled adoption to 30K DAUs across 150+ agencies, achieving a DAU/MAU ratio of 0.62, boosting platform stickiness and engagement.
- Led an 18-member cross-functional team, ensuring on-time delivery and driving a 6-figure ARR pipeline, contributing to business growth.

Payment Page Optimization – E-commerce Global Market Checkout Funnel (1-N)

Nov 2022 – Apr 2023

- Optimized checkout funnel via UX enhancements, trust signals, and predictive coupon engine, reducing cart abandonment from 57% to 41%, leading to improved conversion rate.
- Delivered a 19% increase in checkout completion and 11% growth in AOV through data-driven A/B testing across 500K+ sessions, driving higher revenue per customer.
- Increased returning user revenue by 22% through coupon personalization and retention strategies, improving customer lifetime value (LTV).

TimesheetGuru Resource Management Platform (0-1)

Aug 2022 – Sep 2022

- Delivered MVP within 60 days, improving task-effort accuracy by 70% and reducing payroll errors by 60%, ensuring cost savings and operational reliability.
- Enabled real-time analytics dashboards and exportable reports for 50+ managers, improving data-driven decision-making and workforce productivity.

Associate Product Manager

Feb 2022 – Jul 2022

Product Selling Task Force (1-N)

- Reframed promotional coupons as homepage products, generating \$13.5M+ in incremental revenue, strengthening GTM and monetization strategy.
- Improved new user booking rate by 6.2 percentage points and reduced bounce rate by 12%, leading to higher user acquisition and engagement.
- Led A/B testing roadmap, driving 8.5% CTR uplift, 5% increase in same-day reservations, and 11.8% rise in repeat bookings, improving retention metrics and revenue per customer.

Account Manager

MXC SOLUTIONS (CARWALE.COM) – Hyderabad

Jul 2021 – Dec 2021

- Managed and expanded a portfolio of 80+ dealership accounts, driving growth, renewals, and upselling, resulting in increased account revenue and long-term retention.
- Improved dealer retention by 60% through relationship-driven account management and ROI-focused engagement plans, boosting market share and profitability.
- Delivered data-backed inventory optimization plans, resulting in a 200% increase in available inventory across assigned territories, enabling higher sales and customer satisfaction.

EDUCATION

MBA, Marketing

July 19 – May 2021

CMR Institute of Technology, Hyderabad | Distinction

B.Com, Tourism & Travel Management

June 2016 – Apr 2019

Osmania University, Hyderabad | Aggregate: 83%

CERTIFICATIONS

- Product School** – Certified Product Manager (Product Prioritization, Analytics, Discovery, Experimentation, Roadmap & Launches)
- MicroSoft** – AI Product Manager