

Aditi Parvati

Lebanon NH | +1 (603)-322-1700 | aditiparvati27@gmail.com | [LinkedIn](#)

EDUCATION

Dartmouth College

Master's Degree, Engineering Management

Coursework: Marketing, Product Management, Operations Management, Strategy, Technology Assessment, Negotiations

Dec 2026

Hanover, NH

Dayananda Sagar College of Engineering

Bachelor of Engineering, Electronics and Communication Engineering

Jun 2024

Bengaluru, India

WORK EXPERIENCE

Apsona Inc. (B2B SaaS)

Associate Product Manager

Sep 2024 - Aug 2025

Bengaluru, India

- Improved Technical Sales and Revenue Operations efficiency by **reducing invoice processing time by 80%** through redesign of Salesforce-based quote-to-cash workflows, supporting **\$6M ARR and 4x ACV growth**
- Generated \$1.5M in upsell revenue and reduced delayed payments by 67%**, by designing and implementing end-to-end renewal lifecycle workflows that automated customer communications, streamlined procurement processes across 1800+ accounts
- Drove 60% increase in AppExchange inbound leads** by optimizing listing based on platform algorithm research and competitor analysis, collaborating with stakeholders and leadership to refine messaging and visual presentation
- Presented a business case and technical integration plan for ACH payments (via Stripe) to the leadership team, securing approval and leading implementation, **cut manual case handling by 30%** and **improved the user experience for 1,800+ customers**
- Enabled a **5-person Renewals team to proactively identify at-risk accounts** and improve accountability as measured by account health score tracking, by building and analyzing KPI dashboards to track retention, renewal velocity, and revenue forecasting
- Resolved 75% of support cases without escalation** by implementing AI-powered knowledge base using company documentation and past ticket data, reducing support team workload by 20+ hours/week

Kinara Capital

Product Development Intern

May 2024 - Jul 2024

Bengaluru, India

- Reduced CRM platform costs by 80%** while enhancing service capabilities through vendor cost analysis, by leading stakeholder interviews and market research to evaluate **10+ open-source CRM vendors** against business and technical requirements
- Coordinated cross-functional workshops and prepared BRDs to align engineers, operations, and compliance teams, guiding the development of a new Loan Management System supporting expansion to new customer segments

The Media Ant

Product Manager Intern

Feb 2024 - May 2024

Bengaluru, India

- Accelerated time-to-market by ~25% for features representing \$2.2M in ARR** as measured by sprint velocity and release cadence, by building a product and business roadmap using RICE prioritization for **85+ features**
- Reduced manual campaign setup effort by 70%** as measured by time-tracking studies, by translating user research and stakeholder feedback into UX wireframes for a campaign-planning tool and authoring 75+ user stories with detailed acceptance criteria, ensuring cross-functional alignment and efficient feature execution

BlackBerry India Pvt. Ltd.

Backend Developer Intern

Jul 2023 - Aug 2023

Bengaluru, India

- Developed a proof-of-concept and designed an MVP for passwordless authentication using secure REST APIs; presented to BlackBerry's Cloud Security team to inform future product direction

PROJECTS

Dartmouth College - LLM Marketing Strategy Assessment

Project Manager

Sept 2025 - Nov 2025

New York, New York

- Influenced \$800K AI marketing technology investment** for Fortune 500 financial services client, by leading strategic assessment of 10+ AI/LLM marketing platforms to combat declining traditional search visibility.

AI Guided Echocardiography

Team Lead

Aug 2022 - Mar 2024

Bengaluru, India

- Led a cross-functional team of engineers from 3 departments to design an AI-guided ultrasound solution addressing sonographer shortage in rural India; secured provisional patent and achieved 'Most Innovative Project' at a national conference.

SKILLS

- PM Skills:** Stakeholder Communication, Agile and Scrum Methodologies, Data Analytics, Pricing Strategy, Project Management, Product Management, Market Research, Wireframing, UI/UX Design, Go-to-Market (GTM), User Acceptance Testing
- Tools:** Tableau, Microsoft Office Suite (Word, Powerpoint), SQL, Salesforce, Figma, Jira, Google Analytics 4, Microsoft Clarity

LEADERSHIP ACTIVITIES

Co-founder - Wonga Finance: Promoted financial literacy among 500+ college students by building an educational community and coordinating 130+ sessions and webinars with guest speakers educating students on investments and passive income strategies