

Work Experience (5+ years)

Microsoft

Product manager - Microsoft Shopping Growth and Retention

34 Months (June 22 – Current)

- **Spearheaded** a multi-platform creator marketing initiative across TikTok, Instagram, and YouTube by **personally identifying, recruiting, and managing relationships** with influencers; driving **over 1 million+ organic views**.
- **Achieved 6X DAU increase at scale** by launching a user-centric smart product compare experience in Bing Chat (Copilot), using generative AI to **address identified user needs** for information synthesis.
- **Increased annual recurring revenue by 60% (~\$20M)** for Product Detail Pages in Edge and Bing by integrating both **product and text ads**—and layout optimizations focused on conversion measurement.
- Co-developed an **A/B testing** platform, enhancing the team's **experimentation infrastructure** and enabling more efficient **experimentation cycles** for optimizing **ad placements, yielding a 25% CTR increase**.
- Executed data-informed **user growth** and re-engagement **experiments**, including low-cost acquisition campaigns (\$1.1M Ad ARR impact) and a WhatsApp bot initiative (**re-engaging 100K+ users**).
- Led the **conception-to-launch** of a smart product comparison **Internet product** feature within Copilot, using generative AI (leveraging underlying **ML models**) to drive a 6X increase in Bing Shopping DAU.

Product manager - Microsoft 365 & Copilot Subscription Growth

- Led **cross-functional teams** across data science, marketing, and engineering to launch Sales Advisor, a usage-based lead generation engine, **driving 500K subscription additions for M365 and Copilot**.
- Spearheaded **churn prevention** initiatives, **saving 80K M365 licenses annually** by optimizing the **renewal funnel** and executing **8 targeted experiments** for high-risk segments (e.g. ML predicted churn, **auto-renew off**).
- Owned key stages of the M365/Copilot **subscription funnel**, leading the **strategy and execution of A/B tests and growth experiments** which significantly **improved trial conversion rates by 3%**.
- Led **cross-functional teams** (Data Science, Marketing, Engineering, UXR) to define the **strategic product roadmap** and execute **go-to-market strategies** for Copilot SMB **acquisition funnel** leading to 35K subscriptions.

Infosys Limited

30 Months (Dec 17 – Jun 20)

Senior Operations Executive, Big Data Integration Team

- **Led a 4-member team** in an automation project resulting in 94% reduction in the average order fulfillment time.
- **Reduced** errors by 90% and required **man-hours from 18 to 1 hour** by redesigning the custom call plan process.
- Streamlined invoice generation worth **USD 4M+ through RPA** by collaborating with International Billing Team.

Internship

Ab InBev

2 Months (Apr 21 – Jun 21)

Intern, Strategy & Transformation Team

- **Prioritized opportunities worth \$65 million** by quantifying profit from 35+ initiatives like loyalty programs.
- Designed and managed an analytics product for **capital allocation worth USD 90 million** in projected benefits.

Education

Master of Business Administration	IIM Kozhikode	2020-22	GPA: 3.33/4.33 (Top 15%)
Bachelor of Computer Application	JNVU, Jodhpur	2014-17	85.52% (Gold Medalist)

Awards & Achievements

- **Paytm Dare to Dream, National Runners-Up**, Bagged PPI by ideating features to increase UPI transfers – 2021.
- **Microsoft PM Challenge, National Runners-Up**, Designed features to improve productivity of retail workers.
- **ITC Interrobang, Campus Winner**, Awarded PPI for ideating a 3X increase in DAU of Mangaldeep app – 2021.
- **L'Oréal Sustainability Challenge, National Semi-Finalist**, amongst the 4600+ participating teams – 2021.

Extra – Curricular Activities

- Ranked in the Top 0.3 percentile of the 3.5M HackerRank users in solving algorithm-based problems - 2019.