AMIT BEHURA

Product Manager II | Agentic AI | Ecommerce | Fintech

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LinkedIn | GitHub | Portfolio

SUMMARY

Product Manager with 4+ years of experience leading AI-driven and data-first initiatives across marketplace and fintech domains. Skilled in strategy, roadmaps, and cross-functional delivery using Agile and OKR frameworks. Proficient in leveraging analytics (Power BI, SQL) and machine learning to drive growth, retention, and automation at scale.

EXPERIENCE

Product Manager II
IndiaMART   Dec 2022 - Present | Noida

- Owned onboarding and acquisition strategy for the seller marketplace; led a cross-functional team of APMs and Analysts to drive activation, retention, and revenue growth.
- Executed AI/LLM product roadmap for seller-side operations — automated workflows (Agentic AI), reducing TAT by 40% and saving 20 headcounts.
- Built a RAG-based internal knowledge assistant, cutting employee queries by 20% and improving knowledge accessibility.
- Trained senior leadership in AI tools, increasing organizational AI adoption by 60%.
- Designed L2-funnel CRM dashboards (Power BI) across geographies; improved PPS from 3.5 → 4.0 through actionable insights
- Developed ML-powered sales prediction models using gradient boosting, improving lead qualification and sales efficiency by 40%.
- Led supply–demand optimization across 100K+ categories, boosting acquisition efficiency and reducing 3-month churn by 5%.
- Delivered measurable business impact through AI-led automation and data-first product execution.

Business Analyst
TATA Consultancy Services   Jun 2021 - Nov 2022 | Delhi

- Owned Agile roadmap and stakeholder communication, ensuring timely feature releases and data-driven A/B testing.
- Redesigned loan underwriting workflows, reducing turnaround from 3.5 → 2.5 days and saving 50 FTEs via automation and UX improvements.
- Managed & coached QA team, improving delivery accuracy from 80% → 95% and driving SOP adoption through audits and training.
- Owned pre-sales research, financial modeling, and P&L proposals, leading to two new client acquisitions and a stronger revenue pipeline.
- Oversaw project SLAs, vendor partnerships, and client contracts to ensure compliance and operational excellence.

AWARDS

- Best Employee of the Year — IndiaMART (2025 & 2024)
- Multiple Monthly Excellence Awards for Product Delivery & Data-Driven Outcomes

SKILLS

Product Skills: Product Strategy · Roadmapping · OKRs · A/B Testing · User Research · GTM Planning · Stakeholder Management · Churn Reduction

Analytical Skills: Funnel Analytics · KPI Tracking · Data Visualization · Experimentation · Power BI · SQL · Python · R · Cohort Analysis

Frameworks & Methods: Agile · Scrum · Design Thinking · Lean Product · MVP Validation · Hypothesis-Driven Development

Tools: JIRA · Confluence · Google Analytics · Mixpanel · Notion · Excel · Figma · AI Tools (ChatGPT, Midjourney, LLM APIs)

EDUCATION

MBA (Marketing & Consulting): Xavier Institute of Management, Bhubaneswar (2019 – 2021)

B.Sc. (Computer Science): Utkal University, Bhubaneswar (2016 – 2019)

CERTIFICATIONS

- Hugging Face Agent & Evaluations (LangChain & Llama Index)
- Data Science Specialization: Johns Hopkins University

PROJECTS

ResumeIQ: WebApp to help recruiters and candidates visualize keywords, match resumes, and generate Boolean strings

Documentation | App

Image Content Moderation Agent: Python and LangChain based Multi Agent Orchestration

Documentation | Notebook