Atib Shaikh

Senior Product Manager – AI, Growth & FinOps

✉ atibshaikh12@gmail.com 📞 +971 054 995 7669 📍 Sharjah 📅 12/01/1996

👤 PROFILE

AI-first Senior Product Manager (5+ years) across B2C and B2B, building revenue-focused products in travel, consumer internet, B2B SaaS, and payments/FinOps. Leading AI and growth at Zostel, taking Zo-Trips from 0→1 (~₹12 Cr annual GMV, ~15% MoM growth) with personalization, AI comparison tools, and weather-aware content. Previously owned growth, pricing, and payments/FinOps at Shaadi.com ↗ and delivered Procure-to-Pay and vendor onboarding products for enterprises (Ultratech Cement, GHCL) at Mavenvista. MBA (Gold Medal), IIM Sambalpur; strong in experimentation, analytics (SQL, Looker), PRDs, and cross-functional delivery.

🏅 AWARDS & RECOGNITION

Gold Medalist and Scholarship Awardee, IIM Sambalpur

CEO award for MVP Pod, Shaadi.com

OPJindal Top-10, OPJEMS scholar across top 30 B-schools

VENDX CEO choice Award, Mavenvista

Hackathon winning team - 2023, Shaadi.com

🎓 EDUCATION

MBA, Indian Institute of Management, Sambalpur
2022
  • Awarded director merit list scholar, Rank 3
  • Gold Medalist

B.tech, Pandit Deendayal Petroleum University
2017
  • Student affair's leader
  • Swimming champion

💼 PROFESSIONAL EXPERIENCE

Senior Product Manager, Zostel (Zo-world)
03/2025 – Ongoing | Remote
  • Took Zo-Trips from 0→1, turning simple trip upsell cards on hostel pages into a full-fledged curated trips line with its own funnels and growth engine, scaling it to ~₹12 Cr in annual GMV with ~15% MoM growth.
  • Owned demand generation and top-of-funnel growth for Zo-Trips: ran targeted, segment-specific social media campaigns (India + Middle East/GCC) and gave trips prime real estate across the website (hostel pages, destination pages, home), sharply increasing trip discovery and qualified leads.
  • Built personalized destination and hostel pages using user data (past stays, searches, budget, group type, season, location), improving click-to-book rate by ~5% and reducing time taken to decide by ~7%.
  • Revamped destination pages to make locations feel more personalized with contextual maps, live vibe media (images/videos of daily hostel activities), and weather- and event-aware content; improved cross-destination clicks by ~19% and increased add-to-cart actions by ~6% leading to total 1% increment in occupancy rates across destinations
  • Implemented an AI-based trip comparison tool that explains differences in simple language, helping users decide in-session, reducing cart abandonment and retargeting needs, and driving ~15% more engagement and 3% higher add to carts
  • Reactivated and retargeted existing users using WATI-powered WhatsApp campaigns based on past searches and stays, opening an additional top-of-funnel.
  • Identified and onboarded external vendors who white-label trips for Zo-Trips; worked with engineering to build backend trip infrastructure (catalog, pricing, availability, booking flows, links to hostels) and a vendor management system for onboarding, contracts, inventory setup, and performance tracking.
  • Help run Zo-Trips operations with a tech-heavy, AI-first approach automating workflows, tightening accounting via dashboards, and using LLM audits to cut manual effort and avoid extra ops hires.
  • Led analytics and experimentation for personalization and Zo-Trips (GA, Looker, SQL), owning tracking, funnel metrics, and A/B tests, and delivering a UI/UX refresh that lifted funnel completion 6–8% and app adoption ~10%.

Product Manager, Careismatic Brands
08/2024 – 12/2024 | Ahmedabad

  • Defined KPIs and improved the B2B site UX for US and Americas customers via user interviews and cohort analysis, boosting B2B CSAT by 28% and online orders by 15%.
  • Implemented an international Barclays payment gateway integrated with JESTA billing, cutting payment failures by 16% and stabilising global (US & Americas) checkouts.

SKILLS

Product Management
- Roadmapping, PRDs, user stories, user research, MVP design
- Wireframing & prototyping (Figma), UI/UX collaboration
- A/B testing, experimentation, funnel optimization, conversion rate optimization
- Backlog management, prioritization (MoSCoW, RICE), stakeholder management
- Agile (Scrum, Kanban), cross-functional collaboration

AI & Data
- AI product management, personalization, recommendation systems, LLM-based features
- SQL, Excel, Metabase, Looker, Kibana, GA4
- Cohort analysis, funnel analytics, business analytics, hypothesis-driven problem solving

Tools
- JIRA, Confluence, Trello, Figma
- Tableau, Power BI, Looker, Metabase, Kibana
- Payment gateways: Razorpay, Barclays and Juspay
- JESTA , Salesforce

Skill Areas
AI product management | personalization |recommendation systems | payments | FinOps

Sales and marketing
- **Product & Portfolio Management:** Assortment design, gap analysis, feature & offering mix, lifecycle management
- **Market & Customer Insight:** User research, cohort analysis, funnel analysis, qualitative & quantitative insights
- **Pricing & Revenue Management:** Experiment-driven pricing, discounting models, monetization optimization
- **Go-to-Market & Launches:** Cross-functional launch planning, promotions, stakeholder coordination
- **Kibana, Metabase** – dashboards & MIS for leadership
- **Cross-functional Leadership:** Working with Sales, Marketing, Tech, Operations, Finance, vendors and partners
- **Compliance & Documentation:** Enterprise SaaS rollout, data security, audit-ready reporting & documentation

- Led a 5-person team to launch an OLX-style marketplace replacing a legacy Salesforce solution, reducing platform and operating costs by ~10% and supporting a new design language

Associate Product Manager, Shaadi.com
05/2022 – 07/2024
- Owned end-to-end monetization and payments for premium subscriptions—pricing, plan packaging, auto-renewals, billing, gateways and FinOps reporting—for a high-volume B2C funnel; designed and launched an auto-renewal engine for targeted cohorts, lifting recurring revenue ~1% and improving retention.
- Built and ran a structured experimentation pipeline (15+ A/B tests) across pricing, plan hierarchy, trials/discounts and funnel UX; defined hypotheses and metrics, analysed results in SQL/Looker, contributing to a 2.75% uplift in quarterly revenue and a 5% increase in Monetization ARPO.
- Reworked plan packaging and merchandising (especially the Silver plan) with clearer benefits, refined discounting, psychovisual pre-GST pricing and "lightning deals", plus gated contact filters and a "recent visitors" feature—driving ~3% higher plan conversion, ~6% revenue uplift and ~12 extra orders/day.
- Treated the payment funnel as a product: mapped paywall → gateway → bank journeys, shipped Direct-OTP with Razorpay to reduce last-mile drop-offs, and led FinOps initiatives with gateways to cut operational costs by ~3%, reduce dropped orders and unlock ~1% additional revenue from the same traffic.
- Built MIS and FinOps dashboards in Looker, Kibana and SQL to unify revenue, orders, gateway performance and refunds, reducing manual reconciliation effort and giving product and finance teams a single source of truth.

SaaS Product Implementation Executive,
Mavenvista Technologies
12/2018 – 08/2020

- Introduced a **Vendor Onboarding & Management SaaS** add-on, driving a **22% increase in revenue** from existing accounts.
- Implemented **Procure-to-Pay SaaS modules** at Ultratech Cement and GHCL, delivering **5%+ savings on procurement** for combined spends exceeding ₹500 Cr.
- Integrated an **recommendation engine** into the Procure-to-Pay platform to suggest optimized purchases from historical data and market trends, improving procurement efficiency and driving cost savings.
- Launched an **analytics dashboard** on VendX and implemented data security and automated reporting, improving visibility, efficiency, and customer satisfaction.
- Led **user training and adoption programs** and worked with cross-functional teams to prioritize feature enhancements, improving retention and lead generation for the SaaS offerings.