

# Atib Shaikh

## Senior Product Manager, AI, Growth, Payments, and Consumer UX

✉ atibshaikh12@gmail.com ☎ +971 0549957669 📍 Dubai, UAE 🔗 <https://atibshaikh.vercel.app/>

### 📄 PROFILE

Senior Product Manager owning product strategy and roadmap across B2C consumer internet, travel tech, and B2B SaaS, with a strong bias for execution and AI-first product thinking. Built and scaled Zo Trips from 0 to 1 into an 18 Cr INR annual GMV business, and shipped AI products including Zobu, an AI WhatsApp agent on ElizaOS that reduced tickets needing human resolution by 50%, along with LLM features improving discovery and conversion. Grew through high-ownership monetization roles at Shaadi.com, delivering pricing, paywall, and checkout improvements and launching LLM-based merchandising, including a hackathon-winning build. Earlier at Mavenvista, delivered enterprise Procure-to-Pay workflows across PR, RFQ, and PO with SAP integration for large clients and on-time go-lives. Gold Medalist and scholarship awardee from IIM Sambalpur MBA. Skilled in PRDs, Agile delivery, and data-driven decision making using SQL, GA4, Looker, and MoEngage

### 📁 PROFESSIONAL EXPERIENCE

#### Senior Product Manager

03/2025 – Ongoing

Zostel (Zo-world)

- Owned the end to end product launch for Zo Trips from 0 to 1, defining the product strategy and roadmap, building the supply and inventory workflows and the full discovery to booking funnel across app and web, and scaling it to **18 Cr INR annual GMV** with **15% MoM growth**.
- Built Zobu, an **AI agent on WhatsApp**, by owning the **ElizaOS** agent runtime and backend orchestration for intent classification, session state management, availability and pricing retrieval, booking creation and payment link generation, booking modifications and cancellations, knowledge base and policy retrieval, and human handoff and escalation, **reducing tickets requiring human resolution by 50%**.
- Improved 15% engagement and 3% add to cart rate as measured by session events and add to cart actions, by launching an LLM decision helper that compares trips and explains trade offs in session to reduce decision friction.
- Drove 19% higher cross destination clicks and 6% higher add to cart actions contributing to 1% occupancy uplift as measured by navigation events, cart events, and occupancy, by shipping contextual fallback recommendations across app and web and running MoEngage re engagement journeys, suggesting similar drive time and geography alternatives when the searched destination was sold out, including WhatsApp campaigns.
- Improved 8% funnel completion and 10% app adoption as measured by funnel conversion and adoption metrics in Google Analytics, Looker, and SQL, by running an experimentation loop and shipping UI and UX improvements through A/B tests.
- Increased monthly orders by 1% as measured by completed bookings, by shipping split payments with deposit and cutoff policies, WhatsApp balance collection reminders, and auto cancel with deposit forfeiture, reducing cart drop offs and driving 50k INR per month in forfeiture collections with 2 to 4% QoQ growth.
- Reduced operations workload and manual effort as measured by audit throughput and support volume, by building a scalable vendor onboarding portal, trip infrastructure for catalog pricing availability and booking flows, a vendor management system, and LLM assisted audits with workflow automation to avoid additional operations hires.

#### Product Manager

08/2024 – 12/2024

Careismatic Brands

- Ran **market analysis** and customer **usability** research via interviews, feedback synthesis, stakeholder **workshops** to improve B2B UX and increased CSAT by 28% and online orders by 15% thereby reducing support tickets and assisted orders
- Delivered executive-ready **presentations** (KPIs, experiment results, roadmap trade-offs) to align cross-functional stakeholders on product delivery.
- Implemented an international Barclays payment gateway integrated with JESTA billing, cutting payment failures by 16% and stabilising global (US & Americas) checkouts.
- 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

05/2022 – 08/2024

Shaadi.com

- Launched **auto-renewal** for targeted cohorts, driving a **14% increase in recurring revenue**.
- Accomplished 12 incremental orders/day** as measured by **daily order volume**, by launching **gated contact filters** and a **Recent Visitors** feature that created clear upgrade moments in the discovery flow.
- Increased **ARPO** by **4%** by restructuring add-ons into cohort-specific bundles and improving attach rate.
- Conducted **15+ A/B tests** across key conversion funnels, contributing to a **2.75% increase in quarterly revenue**.
- Improved conversion by **~3%** and revenue by **~6%** by redesigning plan presentation (e.g., Suggested/Best plan cues, benefit-led merchandising, plan ordering).
- Built a **Why this plan for you** layer for suggested plans using an **LLM** to generate localized, cohort-personalized explanations from structured user signals (with guardrails), chosen over predefined templates to avoid template sprawl and reduce ongoing copy maintenance.

- **Accomplished higher payment success and improved checkout usability** as measured by **gateway success rate and completed orders**, by shipping **Direct-OTP with Razorpay** to auto-read OTPs inside the app and reduce payment drop-offs.
- **Accomplished a 5% reduction in operational expenses** as measured by **vendor/service costs and monthly spend**, by **renegotiating contracts** with key vendors and service providers to improve unit economics and margins.

**SaaS Product Implementation Executive**

12/2018 – 08/2020

*Mavenvista Technologies*

- Launched a **Vendor Onboarding & Management** SaaS add-on, increasing **revenue from existing accounts by 22%**.
- Implemented **Procure-to-Pay (P2P)** enterprise modules for **UltraTech Cement** and **GHCL**, delivering **5%+ procurement savings** on **₹500+ Cr combined spend**.
- Integrated a **recommendation engine** into the P2P platform to suggest optimized purchases using **historical procurement data** and **market signals**, improving procurement efficiency and driving cost savings.
- Delivered the end-to-end procurement workflow in VendX—**Purchase Requisition (PR), Request for Quote (RFQ), Purchase Order (PO)**—with **SAP integration**, supporting **UltraTech Cement** and **GHCL** and processing **₹500+ Cr** combined procurement value through the platform.
- Owned the enterprise delivery backlog and led **Scrum sprint planning**, translating client requirements into **epics/user stories** with clear **acceptance criteria** and aligning releases to **go-live milestones**.
- Shipped an **analytics dashboard** and implemented **data security** and **automated reporting**, improving visibility, operational efficiency, and customer satisfaction.
- Authored **MRDs/PRDs** with feature prioritization, business justification, and success metrics; aligned stakeholders across product, engineering, and implementation teams.

 **CORE COMPETENCIES**

- **Product Discovery:** User interviews, **workshops**, **user journeys**, usability testing, problem framing
- **Strategy: Market analysis, positioning, value propositions, enterprise value**, product vision, roadmap strategy
- **Execution: Product delivery**, product lifecycle management, PRDs/MRDs, Agile, experimentation/A-B testing, Backlogs, sprint planning, agile methodology
- **Enterprise & Client Services:** enterprise stakeholder management, **client services**, demos, QBRs, **presentations**
- **Platforms & UX:** platform thinking, workflows, design systems, **design engineering** partnership, UX iteration

 **SKILLS**

**Product Management** — Roadmaps, PRDs, MVPs, user research, prioritization (RICE/MoSCoW), Agile (Scrum/Kanban), stakeholder management | **AI & Data** — LLM-powered product design, agentic workflows (planning/tool-use), prompt engineering, RAG concepts (embeddings + retrieval), evaluation/guardrails, SQL, GA4; experimentation/A-B testing; cohort & funnel analytics; dashboards (Looker/Metabase/Kibana) ,Excel advanced, pivot tables, modeling | **GTM & Revenue** — Pricing/packaging, funnel optimization, launches, cross-functional leadership (Eng/Design/Data/Sales/Marketing/Ops) | **Tools** — Jira, Confluence, Figma; Salesforce; Payments Gateways, Razorpay/Barclays/Juspay; JESTA , SAP , Google tag manager (GTM) , Google Analytics (GA)

 **EDUCATION**

**MBA**

2022

*Indian Institute of Management, Sambalpur*

- Awarded director merit list scholar, Rank 3
- Gold Medalist

**B.tech**

2017

*Pandit Deendayal Petroleum University*

- Student affair's leader
- Swimming champion

 **AWARDS & RECOGNITION**

**Gold Medalist and Scholarship Awardee**

*IIM Sambalpur*

**OPJindal Top-10**

*OPJEMS scholar across top 30 B-schools*

**CEO award for MVP Pod**

*Shaadi.com*

**VENDX CEO choice Award**

*Mavenvista*

**Hackathon winning team - 2023**

*Shaadi.com*