

# Anurag Vyas

Senior Technical Product Manager, AI/ML | 12 years | Post Graduate, IIM Mumbai  
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## Profile Summary

Senior Technical Product Manager (AI/ML) with 12+ years of experience building **enterprise-scale GenAI, Agentic AI, and MLOps** platforms for consumer and assisted channels. Led AI-driven growth initiatives for a 78M+ subscriber base, delivering \$500M+ in annual business impact and 600K+ incremental customer acquisitions. Expert in **translating complex cloud and AI architectures into measurable revenue, operational efficiency, and customer experience improvements**. Google Cloud Certified Generative AI Leader with strong focus on Responsible AI and scalable product adoption.

## Experience

### VERIZON DATA SERVICES INDIA

#### SENIOR AI PRODUCT MANAGER – AI/ML, GENAI

DECEMBER 2023 - PRESENT

- **Led AI/ML product strategy** for a 78M+ subscriber base, delivering \$500M+ in annual business impact across acquisition, personalization, and assisted channels.
- Scaled **Gemini-powered bill extraction** and recommendation platform across digital and retail channels, driving **605K incremental gross adds in Q4 2025**.
- **Launched real-time personalization and propensity models**, generating \$100M+ incremental revenue through optimized cross-sell and upsell decisioning.
- Deployed GenAI-powered **“Problem Solver”** across retail, telesales, and assisted channels, **reducing AHT by 27% and repeat customer calls by 38%**.
- **Standardized session-level behavioral intelligence framework**, enabling real-time digital interventions and unlocking \$20M+ in incremental revenue.
- Established **Responsible AI governance and safety guardrails for all GenAI solutions**, improving grounding accuracy, reliability, and model performance metrics.

### INCEDO TECHNOLOGY SOLUTIONS

#### TECHNICAL PRODUCT MANAGER (CLIENT: VERIZON)

MAY 2021 - NOVEMBER 2023

- **Improved customer conversion rates by 7%** by leveraging cross-functional data to personalize digital journeys and user experiences.
- **Executed A/B testing and hypothesis-driven experimentation** for 20+ AI initiatives, validating business impact using Tableau and Adobe Analytics.
- Applied **Explainable AI (XAI) techniques** to interpret model recommendations and inform customer experience and strategy decisions.
- **Optimized learn-to-cart conversion funnel**, increasing CTR by 8% and cart additions by 5%, resulting in \$8M in annual incremental revenue.

## Projects

### ASSISTED CHANNEL OPTIMIZATION | GENERATIVE AI

- Architected **Gemini 2.5 flash RAG pipeline** to consolidate fragmented customer data into single-click summary, eliminating multi-tab navigation.
- Designed **real-time contextual sales insights using neural network models** to surface personalized upsell and cross-sell opportunities.
- Reduced Average Handling Time (AHT) by 27% and repeat calls by 38%, directly improving CSAT and assisted-channel efficiency.

### AI DRIVEN CUSTOMER ACQUISITION ENGINE: “MATCH YOUR BILL”

- Led **end-to-end delivery of AI-powered “Match Your Bill” platform**, enabling automated bill extraction and personalized bundle recommendations.
- Defined **product requirements for GenAI extraction engine** to convert raw telecom bills into structured JSON outputs.

- Integrated **real-time fraud detection** using Gemini and prompt engineering to identify tampered or fraudulent bills.
- **Drove 605K incremental postpaid gross adds** and reduced AHT by 2 minutes per customer.

**AI SESSION INTELLIGENCE PLATFORM | REAL TIME PROPENSITY & FRICTION SCORING**

- Engineered **decile-based propensity and friction scoring logic** to trigger targeted incentives only for high-risk abandonment users.
- **Improved margin efficiency** while converting high-friction sessions into completed transactions through **intelligent real-time nudges**.
- **Generated \$20M+ incremental revenue in 2025** by reducing digital abandonment rates.

**NEXT-GEN PROSPECT ASSISTANT | MULTI-AGENT ORCHESTRATION**

- Spearheaded the creation of **multi-agent AI assistant** designed to drive prospect conversion and product & services discovery.
- Delivered **unified conversational interface** integrating autonomous AI agents with tool calling.
- Improved **lead qualification, discovery efficiency, and conversion** through agentic orchestration.

**Core Competencies & Skills**

- Product Management: Product strategy, Roadmap ownership, Product Dsicovery, OKRs, KPI definition, Experimentation, A/B testing, Journey optimization
- AI / ML: Generative AI, LLMs, RAG pipelines, Agentic AI, MLOps, LLMOps, Predictive modeling, XAI
- Cloud & Data: Google Cloud Platform (GCP), BigQuery, SQL, Python, Enterprise data architecture
- Tools: Jira, Confluence, Figma, Tableau, Adobe Analytics, Cursor AI
- Governance: Responsible AI, AI safety, Model governance, Risk & compliance

**Education**

Indian Institute of Management IIM, Mumbai <i>PGDIE, Supply Chain &amp; Operations (CGPA: 8.25/10.0)</i>	2011 - 2013
Institute of Engineering & Technology, Indore <i>BE, Computer Science &amp; Engineering (82.75%)</i>	2007 - 2011

**Certifications**

Google Cloud Certified Generative AI Leader	2026
Global Certificate in Data Science & AI, Accredian	2021-22
NVIDIA-Certified Generative AI LLMs	2025
Green Belt Six Sigma Certified, A.S.Q.	2019
Certified Scrum Master, SCRUM ALLIANCE	2019

**Achievements**

- **Digital Gross Add G.O.A.T. Award:** Enabled AI-driven optimization on final digital purchase pages, generating **40.5K incremental annual orders**.
- **Multiple Ideation Hackathon Winner** (Mobile & Retail COE): Led problem framing, prototyping, and business case development; presented solutions to senior leadership.
- **Spotlight Award:** Recognized for accountability and innovation that significantly improved operational workflows and efficiency.