

Anurag Vyas

Senior Technical Product Manager, AI/ML | 12 years | Post Graduate, IIM Mumbai
Hyderabad, India | 8978506565 | anurag.vyas7@gmail.com | linkedin.com/in/anuragvyas1989

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 Discovery, OKRs, KPI definition, Experimentation, A/B testing, Journey optimization
- AI / ML: Generative AI, LLMs, RAG pipelines, Agentic AI, MLOps, LLM Ops, 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 2011 - 2013
PGDIE, Supply Chain & Operations (CGPA: 8.25/10.0)

Institute of Engineering & Technology, Indore 2007 - 2011
BE, Computer Science & Engineering (82.75%)

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.