

Contact

www.linkedin.com/in/aqsafulara
(LinkedIn)

Top Skills

Product Vision and Strategy
Innovation and Experimentation
Strategic Roadmaps

Languages

English (Full Professional)
Hindi (Native or Bilingual)
Marathi (Native or Bilingual)
Memoni
Arabic

Certifications

Product Strategy and Mastering PM
USC-ISEE Six Sigma Green Belt for
Process Optimization
Google Cloud Certified Professional
Data Engineering
Google Analytics Essential Training
Developing Innovative Ideas for
New Companies: The First Step in
Entrepreneurship

Honors-Awards

Finalist - Marshall Datathon 2016

Aqsa F.

Product Manager @ Google | AI/ML | Author | Build and Scale
Products | Problem Solver
Los Angeles, California, United States

Summary

Aqsa is an award-winning ML product manager and AI thought leader with expertise in enterprise. An author, international speaker and a judge; she has been recognised on several forums for her product management outcomes and influence. Her experience spans machine learning models for Ads measurement; Data Analytics; Search, Discovery and Recommendations; Content Management; and Business intelligence platforms, from her time across Google Ads, Cloud and Assistant.

She has 7+ years of experience and a proven track record in achieving business outcomes by driving product vision, defining coherent strategy and roadmaps, developing requirements and executing through full lifecycle from concept to launch, adoption and scale for enterprise software products. Her strong ability to prioritize capabilities, and deep focus on customer needs and product insights built through qualitative methods, quantitative analysis, market and technology trends empowers her to build strong cross-functional relationships, therefore enabling teams to create lovable and differentiated products. She believes in lean methodologies to learn iteratively and fail fast.

She is passionate about building world-class innovative and AI product experiences, and energised working with motivated and humble teammates. Feel free to reach her out at aqsafulara13 at gmail for collaboration opportunities.

Opinions, comments and posts are her Aqsa's personal views, and not attributed to or representative of any of her employers.

Suffix: FIET (Fellow IET), FBCS (Fellow BCS), Senior IEEE

EB-1 Visa Recipient (Professionals with Extraordinary Impact)

Experience

Google

7 years

Product Manager

2021 - Present (3 years)

#1: Lead product manager on Looker Studio for BI content management and AI in BI Discovery areas:

Created new revenue streams through launch of Looker studio Pro and Team Workspaces, now used by thousands of organizations, driving substantial revenue.

#2: Product Manager on Recommendations AI, part of Vertex Search in Google Cloud:

Scaled and Grew RecsAI product adoption and revenue.

Built vision and strategy for product expansion, doubling down on underserved segments, secured investments, drove roadmap, wrote requirements and worked with engineers and sales in trenches, resulting in significant adoption usage and revenue growth.

Defined and drove GTM strategy landing head enterprises, and building a strong seller pipeline ACV.

Technical Solutions Consultant

2017 - 2021 (4 years)

Los Angeles, California, United States

Solutions Consultant on Google Cloud SoCal Select (Largest strategic) Accounts;

Initiated and drove several programs to transform account management into proactive services, leading to 90+NPS for disgruntled customers;

Influenced to bringing key enterprise features to market;

Build sponsors across the customer for strong relationships;

Grew into Lead TAM for a digital native owning Data, ML and Analytics workloads.

Various

Guest Speaker and Advisor

2021 - Present (3 years)

Invited speaker, author, and mentor on Product and AI/ML related causes:

Select Speaking Engagements:

- Panelist at "AI and Social Media", International Conference on Applied Data Science (ICADS 2024), organized by the IEEE Computer Society of Santa Clara Valley.
- Speaker at Women Techmakers Winnipeg, "On Making Bold Career Transformations!"
- Panelist at USC Marshall Women's Leadership Board(MWLB) Career Discussion.

Mentor aspiring PMs to break into PM, and Coach startups on product-market fit, strategy, storytelling and positioning through various programs.

Published articles across various journals, technology blogs and outlets like AIM Research, Mind The Product, theentrepreneurstory, IndiaAI, Authority Magazine etc.

Google Assistant
Partner Technology Manager
2017 - 2019 (2 years)

Technical Solutions Consultant on Google Assistant/ Actions in Google Ecosystem (Areas of ownership: Action templates incubation and scale program; Assistant Communications Vertical lead)

Promoted in 14months owing to transformative impact on partners and products

Cornerstone OnDemand
Technical Solutions Consultant
January 2017 - June 2017 (6 months)

During the consulting project with Integration Services team:

1. Reduced documentation inventory in 8 key product areas by 50% by a massive overhaul in technical documentation and support files for consultants by identifying redundancies, streamlining process and structuring taxonomy, and supported to integrate on internal Wiki.
2. Designed project management templates for Integration Services Delivery
3. Built service price-list for offerings and automated level of effort estimations for resourcing
4. Maintained feasibility matrix and managed Global Product Support and Salesforce ticket requests for scoping

SoCalGas
Information Technology Business Analyst

2016 - 2016 (less than a year)

Downtown, Los Angeles

- 1) Provided strategic consulting, business analysis and insights to build a vision and roadmap for digital customer experience, for leadership team.
- 2) Call center efficiency: Crunched a lot of numbers and built visualisations, data dictionaries and dashboards: Analytics suite deep-dives (Google Analytics, Customer experience surveys), Customer Surveys enhancement (Opinion Lab) for 360' voice of customer to uncover user needs around intelligent support for gas and "My account" lockouts.
- 3) Conceptualized a new email validation feature in "My Account" portal to solve lockout issues and negotiated with 3rd party service to operationalise.

Education

Stanford University Graduate School of Business

Stanford Ignite Certificate Program

University of Southern California

Master's Degree, Engineering Management

Walchand College Of Engineering, Sangli

Bachelor's Degree, Computer Science and Engineering
