

## **Anil Vasudevakurup – Product Manager | Customer Experience Leader**

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### **PROFESSIONAL SUMMARY**

Senior AI & Digital Transformation Product Leader with 15+ years of experience delivering enterprise-scale SaaS, Oracle Field Service, ERP–eCommerce integrations, and AI-driven customer success outcomes across Fortune 500 and high-growth SaaS organizations. Proven record of increasing operational efficiency by up to 40%, reducing global service costs by 20%, and improving customer retention by 70–80%. Generative AI, predictive analytics, Oracle Cloud, digital commerce, and field service optimization. Skilled in leading cross-functional teams, defining product strategy, and driving end-to-end solution delivery that accelerates revenue, scalability, and customer adoption.

### **CORE SKILLS**

- Product Strategy • AI/ML & Generative AI • Oracle Field Service (OFSC) • ERP Integration (Karmak, DST, Infor, SAP)
- CxCommerce & Digital Commerce • Predictive Analytics • Customer Success Leadership • API Platform Architecture
- SaaS Product Development • Cloud (AWS, Azure, GCP) • Field Service Optimization • Data Governance & Quality
- Agile/Scrum Delivery • KPI Dashboards & BI Analytics • Stakeholder & Executive Management • Process Automation

### **PROFESSIONAL EXPERIENCE**

#### **Independent Product & Field Service Consultant - Remote | May 2025 – Present**

- Architect ERP–eCommerce integrations enabling real-time pricing, availability, and fulfillment visibility, improving customer satisfaction by 30%.
- Prompt Engineering, Agentic workflow, & Applied Problem Solving

#### **Director of Product Management | AI & Digital Transformation | SaaS & Cloud Solutions | Customer Experience (CX) Leader | November 2022 – May 2025**

- Achieved ~20% revenue growth by defining product strategy, AI roadmap, and data-driven monthly/quarterly business reviews.
- Automated catalog ingestion and ERP integrations (Karmak, DST, Infor) reducing manual processes by 30% and eliminating order errors.
- Built predictive churn models using Generative AI/CDP pipelines that improved customer retention by ~75%.

- Integrated Azure-based data pipelines improving operational reporting accuracy and accelerating executive insights.

#### **Business Consulting & Integration Architect Manager, Accenture | Aug 2021 – Nov 2022**

- Reduced order booking errors by 45% (~\$100K savings) through workflow redesign and supply chain optimization.
- Improved operational efficiency by 30% across Incident-to-Resolution, Order-to-Cash, and Parts Sourcing value streams.
- Delivered enterprise digital transformation roadmaps for Fortune 500 clients, aligning service, supply chain, and CRM ecosystems.

#### **Director of Product Management, PhaseZero | Oct 2020 – Apr 2021**

- Cut implementation timelines from 8 weeks to 4 weeks by standardizing deployment models and onboarding processes.
- Increased customer lifetime value and sales by 20% through KPI-driven roadmap planning and customer engagement programs.
- Conducted competitive and market analysis improving product positioning effectiveness by 40%.

#### **Senior Principal Product Manager – Field Service Delivery, Oracle | Jul 2017 – Sep 2020**

- Led development of API-driven mobile field service applications improving release quality and reducing cycle time.
- Increased team productivity by 40% through workload optimization and Agile delivery enhancements.
- Reduced global operational costs by 20% by modernizing and automating support workflows.

#### **Principal Product Manager – Mobile Field Service, Oracle | Aug 2012 – Dec 2016**

- Deployed decentralized scheduling system reducing issue resolution time by 20% and improving customer satisfaction by 15%/quarter.

#### **CERTIFICATIONS**

- Oracle Fusion AI Agent Studio Foundations Associate (2025) | Oracle AI Vector Search Certified Professional (2025) | Oracle Generative AI Professional (2025) | Oracle Certified AI Foundations Associate (2025)

#### **EDUCATION**

M.S., Information Science – Colorado Technical University | M.S., Physics – Mahatma Gandhi University