Ryan D'Souza

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Summary

Product Manager specializing in retention, personalization, and experimentation-led growth. Proven track record scaling SaaS adoption to over $56M in revenue, driving 7–18% uplift in engagement through AI-enabled personalization, and delivering innovative user experiences such as AI-generated movie releases. Experienced in mentoring PMs, building cross-functional alignment, and shaping strategy for global platforms.

Experience

Product Manager, WebEngage (___)| Mumbai, India
Oct 2024 – Present
- Launched Custom Data Platform Extensions (CDPx), enabling clients to model entities beyond users/events; established schemas and relationships to power advanced segmentation and personalization.
- Built a context-aware, dynamic criteria engine powering personalization and merchandising at scale; piloted a recommendation layer on top, achieving +7% CTR and +18% open-rate gains in beta campaigns.
- Revamped three major features (UX, targeting logic, campaign analytics) to improve product discovery and adoption.
- Applied rapid prototyping (React/JS/HTML) to test UI/feature concepts, accelerating validation cycles and executive buy-in.
- Identified and addressed retention drop-offs using funnel analysis and client interviews, driving roadmap reprioritization.

Product Manager, Xfinite (ErosNow) (___) | Mumbai, India
Oct 2023 – Oct 2024
- Drove Generative AI strategy for B2B and B2C applications, including AI-generated theatrical film endings (first of its kind), with 3–4 additional productions in pipeline.
- Hired and mentored two Associate Product Managers, building capacity for day-to-day operations (app triage, AI platform workflows) while freeing bandwidth for innovation.
- Oversaw transcoding of 6,000+ assets in 3 months, enabling faster content delivery and improved playback.
- Managed 30+ global alliances and secured 3 content partnerships, expanding reach by 10M+ users.

Solution Leader (Product Manager), Brane Enterprises (___) | Hyderabad, India
Apr 2021 – Oct 2023
- Built and launched four versions of Natural Language to Code Builder (200+ features), improving engagement by 50% and generating ~$56M in contracted revenue across 50 global clients.
- Led a team of five product specialists, coordinating across engineering, design, and go-to-market teams.
- Accelerated client onboarding by more than 80%, improving time-to-value with a streamlined flow.
- Conducted over 100 product experiments, including:
• Hybrid builder workflow - reduced build time by 30% vs typing-only.
• Color-coded visual hierarchy - cut mis-clicks and boosted efficiency by 5%, while modernizing UI.

Graduate Trainee, Larsen & Toubro (___)| Mumbai, India
Oct 2017 – Apr 2018
- Optimized procurement processes, reducing project spend by 10%.

Early Experience
- Amazon (Marketing Specialist): Designed omni-channel #GiftABook campaign achieving 94% CTR; authored 3-year growth playbook for category.
- BookMyShow (Project Management): Assisted in execution of Cirque du Soleil and Bryan Adams concerts; supported roadmap planning for upcoming events.

Education
MICA, Ahmedabad — PGDM (MBA), Advertising & Brand Management, 2021
St. Andrew's College, University of Mumbai — Bachelor of Commerce, 2017

Skills & Certifications
- Core: Product Lifecycle, Retention, Personalization, Experimentation, Stakeholder Alignment
- Technical: SQL (intermediate), Figma, Jira, Adobe XD, Prototyping with React/JS/HTML for rapid validation, exposure to Generative AI and Prompt Engineering
- Certifications: SQL for Data Science (UC Davis), Prompt Engineering (Vanderbilt), Product Marketing Management (Dekker Fraser)