

# Abhishek Gupta

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## WORK EXPERIENCE (~15 years)

With over 13+ years of experience in product management and digital marketing/account management, I've honed my skills at Expedia and Google. My IT background provides a strong foundation in **e-commerce and AI-driven product development**. Currently, I lead product charters for Expedia's Flights and Local Activities business, managing stakeholder teams of over 40 engineers, 5 UX designers, and 3 business analysts. I'm a proficient leader in cross-functional teams.

### EXPEDIA GROUP (Apr '17 – Present)

**Sr. Product Manager (Group Product Manager equivalent in industry)** with product experience across **flight ancillaries, airline loyalty, app experience, craftsmanship, Activities upselling & cross-selling charters**

#### Expedia Flights – Reimagining experience, onboarding ancillaries, craftsmanship & growth

- **Product strategy** for 0 to 1 product offerings like flights loyalty/member only deals, post booking ancillary sales & ancillary monetization
  - Creation of **annual Strat-plan & execution of grounds up charters** with objective of becoming 5x in next 3 years i.e. from 2% to 10% of total business for Expedia
  - **Cross functional stakeholder management & leadership buy-in** for execution of these product offerings from scratch
- **Product owner for ancillary merchandising** with focus on free & paid seats/bags/branded fares which constitute up to 50% of \$100B flight ancillary market
  - **Improved** the ancillary selection experience, resulting in a 5% increase in unit profit, exceeding the target by 66%
  - **Reimagined** flight upsell experience with focus on incremental price & value prop, drove GP by +1%
  - **Coordinated with stakeholders** like design, engineering, supply, legal, marketing & customer ops
- **Product craftsmanship & Shopping Experience redesign** with focus on cohesive experience across devices leading to m-CVR increased by 1.5% & funnel progression by 43%
  - Focused on **decluttering the page**, improve content hierarchy, make UX more intuitive & more fare options/airline upfront
  - Worked on solving complex problems like price changes & fatal errors by understanding how **tech stack** & flight pricing works, how **caching** is implemented & how system interacts with **3rd-party GDS**, identified & fixed issues as well as **designed workflows** resulting in ~20% reduction in price changes & ~50% reduction in page errors
- **Managed SEO & SEM landing pages** contributing to ~7% of total flight transactions with 25%+ YoY growth
  - **Researched** for search trends and **hypothesized** & designed new landing page types, resulting in ~10% increase in SEO traffic
  - **Designed use cases** to generate dynamic content which resulted in incremental 5% traffic & 2% CVR

#### Expedia Activities – Revamping shopping & attach experiences

- **Product lead** for activities/things to do line of business with focus on delivering AI led experiences
  - **Delivered AI-driven experiences**, including LLM-generated FAQs and AI-generated image-to-immersive video montage experiences, which resulted in a significant increase in engagement and return visits
  - **Implemented** cross-sell placements across the shopping funnel, leading to an 11bps increase in attach.
  - **Formulated** a comprehensive product strategy plan for 2026, with a primary focus on AI-led shopping and itinerary curation experiences.

#### Expedia Rails - Expansion & Growth

- **End to end development** of shopping, booking & post booking experience of 4 rail supplies (National Rail of UK, Deutsche Bahn of Germany, Trenitalia of Italy, Renfe of Spain) across 5 EMEA point of sales, which constitutes ~\$70B rail market
  - Led **Product Expansion** from 1 rail supply x POS combo to 10+ combinations with 20x transaction growth

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## GOOGLE (Alphabet Inc.) (Oct '12 – Apr '16)

**Campaign Manager (US Entertainment Industry)** - Developed **digital Ad strategies for Search, Display & YT**

### *Account Management – Pre & Post Sales*

- **End to end account management** & optimization of ~\$25M portfolio of clients like Yahoo, Warner Bros, EA, Sony PlayStation etc.
  - Single handedly managed 10+ customers with 25+ digital marketing accounts having 100+ running campaigns
- **Built pre-sales digital marketing and post-sales implementation strategy** for an account portfolio of Google's top 10+ priority US Ticketing, Publishing & Gaming clients with a quarterly revenue target of ~\$25M - \$30M
- Designed **launch strategies** for top 10 games and top gaming consoles which accounted for ~\$50M+ rev
  - Metricized industry advertising data to measure prospective trends and **forecast search query growth**

### *Program Management & Leadership Skills*

- Part of the team, which **set up vendor operations** for Google India to cater to 400+ team which touched \$10B revenues
  - Responsible for **onboarding & training** and weekly quality checks for 50+ member vendor team
- **Conceptualized & drove** vendor utilization project across 30 teams which helped increase outsourcing from around ~40% to ~80%
- **Mentored & Trained** 3 new Googlers, evaluated 15+ new joiners' certifications and drove weekly quality checks for 50+ vendors

### *Other Achievements & Key Recognitions*

- Won **Gold Award** for working on a pitch for a major Gaming Hardware client which led to signing a \$1M+ contract
  - Used historical data to forecast trends & industry performance for the holiday season & recommended key **marketing strategy**
- Awarded with **Management Spot Bonus** & 14 other **Peer Bonuses** for successfully delivering on multiple projects and initiatives
  - Conceptualized & developed 'Image Extensions' Impact Analysis Tool which was recognized by global product management team
  - Peer Bonus for working with Amazon India to help them setup 100+ **digital marketing** campaigns which drove \$500K+ revenue

## BOSTON STRATEGIES INTERNATIONAL (Nov '11 – Oct '12)

**Associate Product Manager** – Did Market Analysis using secondary research for \$200B+ Oil Company, part of a team, which brought in 50%+ of the revenues. Was developing features for internal sales product to facilitate sales management with 50+ suppliers across the globe.

## INFOSYS (Jun '10 – Nov '11)

**Systems Engineer** – Worked on PeopleSoft HRMS implementation project for a major fortune 500 client

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## EDUCATION

### INDIAN SCHOOL OF BUSINESS

*Post Graduate Program in Management (Majors – Marketing, Strategy & Leadership) - (Apr '16 – Apr '17)*

### UNIVERSITY INSTITUTE OF ENGINEERING & TECHNOLOGY, PANJAB UNIVERSITY, CHANDIGARH

*B.E (Information Technology) - (Jul '06 – May '10)*

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