

HILAL MOHAMMED

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SUMMARY

Currently working remote in Abu Dhabi, Product Manager with 7+ years of experience delivering platform and AI-driven products at the intersection of user experience and extensibility. Proven track record of leading cross-functional teams, building APIs and integrations, and driving measurable impact in B2B SaaS and enterprise communication systems. Skilled in AI/LLM integration, contextual workflows, and developer-focused extensibility platforms. MBA from IIM Visakhapatnam with a background in Computer Science.

PROFESSIONAL EXPERIENCE

Marketstar | Product Manager - Nytro.ai (AI-Powered Sales Enablement)

Aug 2024 - Present

- Led 0→1 development of an AI-driven B2B SaaS platform for sales readiness, integrating OpenAI and Gemini models for multilingual simulations and contextual learning.
- Designed memory-based context to improve simulation and realism by 25%, feeding prior session data into AI responses.
- Implemented STT streaming arch. cutting bot response latency by 50% and enhancing real-time interaction reliability.
- Built external APIs for partner integration, enabling user data sync and analytics interoperability across client ecosystems.
- Introduced parameterized authoring tools for dynamic AI conversation generation, improving scenario diversity by 40%.
- Reduced evaluation inconsistencies across models by 70% through refined prompt segregation and performance scoring.
- Delivered DIY role-play creation tools and AI persona customization, increasing trainer adoption by 35% and session satisfaction by 30%.
- Collaborated with global enterprise clients including Google UMM, Reddit, Equinix, and Atlassian, delivering tailored AI learning solutions.

Indiamart Intermesh Ltd. | Product Manager - Business Intelligence - ecommerce

Dec 2022 - Aug 2024

- Led funnel optimization and personalization initiatives across India's largest B2B marketplace, resulting in a 15% uplift in supplier engagement and higher lead-to-call conversion.
- Created referral and upsell features integrated with CRM workflows to improve retention and order rates.
- Built heatmap-informed click-path flows to improve CTA placement on high-traffic landing pages, improved conversion 22%.
- Evaluated and deployed third-party integrations for SMS/email engagement, campaign attribution, and funnel analytics.
- Partnered with analytics to track KPIs like lead conversion, marketing ROI, and CAC/LTV, improved top-of-funnel ROI.

[HCL Technologies | Giantview Technologies | QBurst Technologies] Early Career Roles - Engineering & Product. 2016 - 2022

- Led process improvement initiatives for tech clients, identifying \$800K in potential savings through time-and-motion studies.
- Unified processes across domains, eliminating 61.9% redundancies and driving 15% cross-function efficiency gains.
- Delivered cross-functional process improvements and automation solutions for enterprise clients, including Google, through program management and transformation initiatives.
- Conducted gap analysis, time-and-motion studies, and implemented best practices aligned with COPC standards.
- Developed and maintained web applications using PHP, Drupal, WordPress, Laravel, and JavaScript for 7+ websites.
- Prototyped features and authored PRDs during a product management internship focused on influencer marketing tools (e.g., Socialbook, Upfluence).

EDUCATION

Indian Institute of Management (IIM) Visakhapatnam | MBA (GPA: 3.01/4.00)

2019 - 2021

Govt. Model Engineering College | B.Tech., Computer Science Engineering (GPA: 7.22/10.00)

2012 - 2016

Sharjah Indian School | Class XII (2012) – [90%] | Class X (2010) – [9.0/10.0]

SKILLS & TOOLS

- **AI & ML:** LLM Integration (OpenAI, Gemini), Contextual Memory, Persona Control, Prompt Engineering
- **Product Management:** 0→1 Roadmapping, Customer Lifecycle Strategy, CLM, Agile Delivery, A/B Testing
- **Growth & Analytics:** User Acquisition Funnels, KPI Tracking, Funnel Analysis, Amplitude, MixPanel
- **UX & Engagement:** Personalization, Retention Strategy, Feedback Loops, Mobile/Web Experience
- **Cross-functional Collaboration:** Engineering, Design, Analytics, Marketing, Sales, Customer Support
- **Tools & Tech:** Generative AI, Agentic AI, PowerBI, GA, GTM, DialogFlow, Firebase, GCP, Balsamiq, Axure
- **Methodologies:** Agile (Scrum/Kanban), OKRs, User Research, Market/Competitor Analysis
- **Tech Stack:** Python, GCP, Firebase, React, PHP, DialogFlow, REST APIs

LEADERSHIP & AWARDS

* **Emerging Star of the Year** | Indiamart (2023-24)

* **Pillar of Success Award** | Indiamart (2023)

LANGUAGES

- English (Professional), Hindi (Professional), Malayalam (Professional), Arabic (Beginner)