

# ISHAN SONAVNE

07404704743 · ishan.s258@gmail.com London,  
United Kingdom

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## AI PRODUCT MANAGER

AI-focused product leader with 4+ years' experience building and launching B2C/B2B digital products in automotive and lead generation. Proven track record in leading platform rebuilds, adopting AI across internal workflows, and shipping GenAI-powered features using multi-agent architectures. Now leading the formation of an internal AI R&D team at TLA to accelerate business automation and product innovation. Upskilling in LangChain, CrewAI, and image generation stacks. Brings hands-on delivery expertise, cross-functional alignment, and a bias for rapid, measurable impact. An Ironman triathlete and ultramarathon runner who brings discipline, focus, and executorial endurance to fast-moving product and engineering teams.

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## PROFESSIONAL EXPERIENCE

**TLA**

**2021 - Present**

### AI Product Manager

- Currently establishing a dedicated AI R&D team within TLA from the ground up, including hiring, roadmap development, and strategic ownership across departments.
- Spearheaded the rebuild of Askaprice, a modular lead-gen platform featuring an AI assistant, real-time stock checker, and enhanced vehicle imagery. This led to improvements in lead quality, OEM engagement, and data structure.
- Built and launched AI-powered features using multi-agent architectures to deliver high-quality, structured vehicle data responses to users.
- Developed and deployed an AI-powered name validation system to improve lead filtering and data trust.
- Drove company-wide AI adoption by leading internal initiatives like "There's an AI for That," AI Hack Days, and custom GPT tool creation.
- Delivered automations using n8n, including a production-scale email marketing workflow responsible for ~8% of the company's revenue.
- Defined and maintained product roadmaps across multiple AI and B2C initiatives, aligning business objectives with delivery timelines.

**IMPAG Consultancy**

**November 2020 - August 2021**

### Junior Scrum Master

- Delivered an online healthcare app, driving engagement and streamlining digital consultations.
  - Facilitated Agile ceremonies and ensured smooth coordination between developers and stakeholders.
  - Defined and refined user stories and acceptance criteria in collaboration with product owners, improving development velocity
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## CORE SKILLS

- LLM & GenAI: Prompt engineering, GPT fine-tuning, ComfyUI, Midjourney, Stable Diffusion
- Solution Architecture: Workflow automation, API integration, AI assistant design, Multi agent solutions, N8n, Power automate
- Customer Enablement: Stakeholder workshops, product demos, onboarding technical clients
- Methodologies: Agile/Scrum, rapid prototyping, product discovery, iterative testing
- Domains: Automotive, SaaS, Marketing Tech, Consumer AI

## **EDUCATION & CERTIFICATIONS**

- MSc Management – Warwick University (2020-2021)
- BTech + MBA Mechanical Engineering – NMIMS University (2013-2018)

### **Certifications:**

- Complete Agentic AI Engineer Course (In-progress) (Ed Donner)
- Multi agent systems with Crew AI (In-progress) (Deeplearning.ai)
- AI for Product Management (Pendo)
- Certified Scrum Master (Scrum Alliance)
- Senior Product Manager (Product School)
- Conversational AI (Reforge)
- Diffusion Mastery: Flux, Stable Diffusion, Midjourney & More (Udemy)