



Joby Joseph

Product Manager

Contact

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Education

MBA, Finance

Indian Institute of
Management (IIM), Kozhikode
July 2012 to March, 2014

BTech, Electronics &
Communication Engg

National Institute of
Technology (NIT), Calicut
July 2008 to May, 2012

Tools

Mixpanel, Figma, Notion, Jira,
Confluence, Google Docs,
Github, Bitbucket, BigQuery,
Amplitude, Airflow, Jupyter,
Splunk, Kibana

Languages

SQL, Python, Javascript

Work Experience

Instapro (Amsterdam, Netherlands) Aug 2021 to present

Senior Product Manager, AdTech & Experimentation

- ▶ **Marketing- Data & Automation:** Reduced paid acquisition costs by ~4% using the combination of a revenue prediction model and data automation to Google Ads
- ▶ **Experimentation Platform:** In the process of unifying the experimentation processes and tooling across all product teams across the Instapro Group; the aim is to incrementally build a common tool for experimentation that can be used by any team.

Sensibull (Bengaluru, India)

Mar 2021 to Jul 2021

Senior Product Manager, Growth & Data

- ▶ Oversaw the integration of a product analytics tool (Mixpanel) and experimenting with new features in accordance with the growth strategy.

Truecaller (Bengaluru, India)

Oct 2017 to Feb 2021

Product Manager, AdTech

Jan 2020 to Feb 2021

- ▶ **Improvements to ad serving via Google's ad systems:** Improved revenues by ~30% using a combination of tech improvements, improved pricing strategy, design improvements, better support for creatives and tweaking existing inventory
- ▶ **Internal Ad Server:** The ad server supports both direct ad campaigns and ads from third party ad networks. The system could handle ~1.6 billion ad requests in a day and processes ~1.1 billion impressions and ~3 million clicks in a day.

Data Scientist, AdTech & Payments

Oct 2017 to Dec 2019

- ▶ **Experimentation Framework:** Built an experimentation framework for conversion based processes. It was based on a Bayesian Multi-arm bandit model.
- ▶ **Targeting for Ads:** Classification and targeting users based on various parameters. This allowed us to have different bid floors for different user groups, thus improving the overall revenues (~7% improvement)
- ▶ **Payments Team:** Built the POC for a credit model based on communication data. Was the people manager for the 2 data scientists in the team

Chillr (Mumbai, India)

Dec 2015 to Sep 2017

acquired by Truecaller in Sep 2017

Product

- ▶ **Custom Dashboarding Tool:** I designed and built an internal dashboarding tool as well as the associated data pipelines for dashboarding. This helped reduce the cost by ~70% (subscription cost vs cost of running our own tool + pipeline)
- ▶ **Payment Reconciliation System:** The system was designed to automate refunds (for failed payments) and cashbacks (rewards to users) to users. With this system we were able to improve coverage for automated processing (of payments and cashbacks) from 80% to 97%. We were also able to achieve a p90 time of 1 day & p95 time of 3 days for refunds and p99 time of 30mins for cashbacks

Data Practice

- ▶ **Product Analytics:** Helped the growth team with building retention and LTV models. Helped the larger team to start with practices like A/B testing for experimentation and figuring out the right metrics for features.
- ▶ **Data Science:** Built a model to extract meaningful information from SMS and enhance the profile of users. Built a credit model in partnership with one of the partner banks to expand the product offering to lending.

Mobme (Kochi, India)

Aug 2014 to Nov 2015

Product Manager, SV Labs

- ▶ I worked in the SV Labs team, which was tasked with providing the tech backbone for Startup Village. We worked on digitising most of the services offered by Startup Village (application for incubation, scheduling office hours with mentors & early stage investors, incorporation services, tech advisory etc.)