Name: Joshua Finny  
Location: Mumbai, India  
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Professional Summary:  
Product leader with 11+ years of founder-like ownership across AI, EdTech, RetailTech, and MediaTech. Proven track record of building 0→1 platforms, scaling cross-functional teams, and driving large-scale digital and organizational transformation. Adept at combining product vision, technical fluency, and execution rigor to deliver scalable, user-centric solutions in fast-paced, high-impact environments.

Skills:

* Product strategy
* Product lifecycle management
* Design thinking
* Data-driven decision making
* Team building
* User research
* Product monetization
* Feature prioritization
* Sprint planning
* Roadmap development
* Growth hacking
* Cross functional leadership

Work History:  
Product Lead, JioTV  
Location: Mumbai, India  
September 2021 till date

Lead the end-to-end product strategy, roadmap, and execution for JioTV—India’s largest live TV streaming platform. Spearhead cross-functional collaboration across engineering, design, content, and ecosystem partners to drive scalable, user-centric innovations. Mentor a 10-member product team (9 PMs, 1 Designer), guiding features from ideation through PRD to launch. Actively contribute to Jio’s next-gen agentic AI platform, integrating intelligent experiences across the Jio ecosystem. Represent JioTV at national tech forums like India Mobile Congress.

Key Achievements:

* Scaled platform reach to 1,000+ live TV channels, 10,000+ songs, 500+ games, and 10+ interactive engagements, serving 50M+ active users.
* Launched JioTV SVOD aggregator with 10 major OTT partners; onboarded 1M+ subscribers in the first phase.
* Pioneered JioTV for JioBharat, bringing 450+ channels to affordable feature phones, scaling to 10M+ active users.
* Maintained consistent product quality with an NPS of 30+ and 4.0+ app rating for over 4 years.

Product Manager, NMIMS CDOE  
Location: Mumbai, India  
September 2019 to July 2021

Led the modernization of product and agile development practices within a legacy university setup. Identified and addressed operational inefficiencies through AI, data science, and lean tooling. Worked closely with academic, IT, and admissions teams to drive digital transformation in core processes.

Key Achievements:

* Streamlined admissions and grading by designing OCR + NLP-based tools, reducing manual interventions across workflows.
* Deployed an NLP-driven chatbot, cutting human-handled queries by over 50%, and reducing cost-per-conversion from INR 9 to INR 5.
* Built a zero-cost sprint planning tool using open-source platforms to institutionalize agile delivery without SaaS dependency.

Product Manager, Tata CLiQ

Location: Mumbai, India

May 2017 to August 2019

Core member of the 5-member omnichannel strategy team that launched India’s first brand-authorized omnichannel marketplace. Focused on enabling seamless store integration, real-time inventory sync, and fulfillment reliability to deliver a superior ‘phygital’ customer experience.

Key Achievements:

* Integrated 10,000+ stores across 100+ leading brands, enabling real-time stock visibility and in-store fulfillment.
* Launched Location-Based Shopping, increasing local order routing and achieving 50% next-day delivery rate.
* Rolled out an industry-first Geofencing solution to detect user proximity and drive in-store walk-ins.
* Built an in-house middleware layer to boost store-level inventory accuracy and improve order fulfillment to 92%.

Lead Vision, Fynd

Location: Mumbai, India

December 2014 to May 2017

Founding team member (1 of 30) at India’s first truly omnichannel tech startup. Led the design and scaling of cataloging and imaging infrastructure for onboarding unstructured retail partners. Focused on cost efficiency, operational scalability, and tech-assisted process automation.

Key Achievements:

* Built and led a 15-member cross-functional team spanning editors, integrators, and onboarding specialists.
* Reduced cataloging cost per SKU by 60%—from ₹40+ to ₹16—via automation and process reengineering.
* Advised co-founders on operations scale-up, talent strategy, and margin optimization.
* Contributed to foundational systems that led to Fynd’s acquisition by Reliance Jio; later ranked in Fast Company’s Top 10 Most Innovative Companies in Asia (2022).

Services Associate, Amazon India

Location: Mumbai, India

August 2013 to December 2014

Early team member (part of 120-member launch cohort) during Amazon India’s pilot phase. Focused on onboarding small and medium-sized retailers in Mumbai by streamlining cataloging, inventory digitization, and adherence to Amazon’s listing guidelines.

Key Achievements:

* Enabled hundreds of SMBs in Mumbai to transition to e-commerce via catalog and inventory management support.
* Mentored new team members on product photography, taxonomy, and compliance with Amazon’s listing standards.
* Supported regional expansion, helping launch Feet-on-Street onboarding operations in Pune and Ahmedabad.

Education:

Post Graduate Certificate in IT Management & Analytics, Indian Institute of Management, Kozhikode - May 2022

Masters of Management Studies, Vidyalankar Institute of Technology, Mumbai - May 2013

Bachelors of Management Studies, Wilson College, Mumbai - May 2010

Achievements:

* Was awarded as an ‘Emerging Leader’ in the Jio Media Family in the year 2023-24
* Won 3 Tata CLiQ ‘Achiever Awards’ for outstanding contributions to omni-channel growth on the platform in 2018-19

Other Skills & Certifications:

* Visiting faculty for ‘Marketing of Services’ at Vidyalankar Institute of Technology, Mumbai
* Conducted Guest Lectures on Rise of Omnichannel Retail at R A Podar College Of Commerce & Economics & Wilson College
* Was a Social Blogger for Commonwealth Asia Alliance of Young Entrepreneurs Summit by Confederation of Indian Industries in 2011
* Successfully completed Tata Business Excellence Model based on Malcom Bridge Model by TR Doongaji, Ex MD of Tata Services

Languages known:

English - Bilingual or Proficient (C2)

Tamil - Bilingual or Proficient (C2)

Hindi - Bilingual or Proficient (C2)

Marathi - Intermediate (B1)