



KAUSHAL MOHAN

SENIOR PRODUCT MANAGER

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EDUCATION

Indian School of Business, Hyderabad

MBA, Strategy and Marketing
Class of 2020

PES Institute of Technology, Bangalore

Computer Science Engineering
Class of 2015

SKILLS

Product discovery, prioritization, product marketing, wireframing, building scalable products, product positioning, user research, documentation, B2B SaaS, Fintech, KYC, KYB

ENTREPRENEURSHIP

Co-founder and CEO of **EventsCorp (ARR 5L)**, an event management startup focussed on corporate employee engagement, in 2017 and 2018

INTERESTS

- Cricket - Opening batsman for Garfield Cricketers, a 5th Division Cricket KSCA-affiliated club in Bangalore
- Geography and Exploration related history

WORK EXPERIENCE

Senior Product Manager, IDfy June 2020 - Present



Post joining IDfy as an individual contributor in June 2020, I quickly progressed to a senior product leadership role with a 4-member reporting team. I now lead the product charter for the "KYC pod", where we build KYC and Merchant products for enterprise clients across domains (BFSI, Gaming, e-commerce, logistics) and geos (India, SEA)

Revenue Ownership

- Responsible for Revenue and profitability for the KYC business line - comprising of [IDfy's API suite](#) of 140+ APIs, and the overall [identity verification platform](#)
- Achieved **10x revenue growth** for API product suite between Apr 2021 - June 2023

Product Strategy and Management

- Defined IDfy's **product roadmap and vision** through market research, competitor mapping, 100+ physical client meetings in India, Philippines, Indonesia, Singapore
- Built **3 market defining products** - a KYC/KYB workflow orchestration platform for **Fintechs**, database verification product lines in Philippines, and compliance as a service product in the **Gaming** industry, after identifying whitespaces
- Opened up an entire geo for IDfy in 1 year time - Launched 20+ APIs for **Philippines** with 5 live clients, after understanding market, regulations, and competition
- Drove the **GTM and pricing** strategy for multiple features, leading to in-company record low "build-to-adoption" cycle for IDfy features

Product Design and Development

- Spearheaded IDfy's "developer-first" agenda by building an [API playground](#), launching [status pages](#), clear [documentation](#), and building no-code workflow builder tools, thereby ensuring that client integration **timelines are cut by 50%**
- Improved KYC **funnel conversions** from 40% to 55% over a 3 month period by performing user-driven UX enhancements
- Pioneered **API accuracy and availability improvement** projects for key APIs, increasing OCR / Liveness API accuracies to over 99%
- Drove a focus on resilience and scalability for APIs, leading to products being used by clients like Dream11, PhonePe, and Paytm at the scale of **1000 requests per second!**
- Created and **prioritized sprint** plans, tracked milestones and metrics to ensure timely delivery of features on multiple product lines

Product Marketing

- Worked on the **GTM** of multiple features, defining target clients, identifying and targetting the ideal stakeholder, generating marketing collateral including videos, emailers, and [product notes](#), [blogs](#), and [videos](#)
- Defined 100+ initiatives in collab with marketing team, leading to 1000+ opportunities created by [linkedin posts](#), drip campaigns, newsletters, keyword bidding
- Helped build IDfy's image as a **thought leader** by [demystifying regulations](#), participating in events, and driving [partnership based content](#)
- Defined the structure as well as content for all the [API landing pages](#), multiple blogs, and many [product solution pages](#) on the IDfy website, leading to 100s of **inbounds**

Stakeholder Management and other initiatives

- Conducted 50+ product training sessions as part of sales enablement
- Built product specing templates, followed by entire org to write structured PRDs
- Overhauled complete L1 support ticketing experience to **improve client NPS by 50%**

Software Engineer 2, Citrix June 2015 - Apr 2019



Key Achievements

- Offered two fast track promotions (transitioned from "Test Engineer 1" to "Software Engineer 2") within 3 years (average 5 years)
- End-to-end product dev owner for an automation framework to test the product Citrix ADM (a SaaS loadbalancer management platform)
- Decreased product shipping cycle by 25% by launching continuous integration and continuous delivery (CICD) initiatives through Jenkins
- Reduced product testing time from 800 manual testing hours to 8 automated hours of code run by automating 2000+ tests