



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, product
design, root cause analysis,
building scalable products,
product positioning, prototyping,
user research, documentation

ENTREPRENEURSHIP

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

INTERESTS

- Cricket - Opened the batting for Garfield Cricketers in 2017 and 18 seasons, a 5th Division Cricket 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 5-member reporting team. I now lead the product charter for the "KYC pod", one of 4 business lines at IDfy, where we build KYC products for enterprise clients across multiple domains and geographies.

Revenue Management

- Responsible for Revenue and profitability for the KYC business line - comprising of IDfy's API suite and the workflow orchestration platforms
- Achieved **10x revenue growth** for API product suite between Apr 2021 - June 2023

Product Strategy

- Defined IDfy's **product roadmap and vision** by performing market research, competitor mapping, and 100+ physical client meetings across India, Philippines, Indonesia, and Singapore
- Identified whitespaces for IDfy to plug into, and subsequently built **3 market defining products** - a workflow orchestration platform, database verification product lines in Philippines, and compliance as a service product in the Gaming industry
- Analysed 50+ vendors for multiple **product requirements**, deep-dived on 3 of IDfy's main competitors to pinpoint the competitors' strengths and weaknesses
- 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 improvement** projects for key APIs, increasing OCR / Liveness API accuracies to over 99%
- Ran fast track projects to launch 30 new APIs in 60 days, to stay at par with market
- 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
- 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
- Reduced product testing time from 800 manual testing hours to 8 automated hours of code run by automating 2000+ tests