



# 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

Founder and CEO of EventsCorp,  
a event management company  
focussed on corporate employee  
engagement, in 2017 and 2018,  
with ARR of 5L

## 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 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, building to **3 market defining products** - a workflow orchestration platform, database verification product lines in Philippines, and compliance as a service 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