

## Likhith Sai Lanka

PM-2 at Amazon | Digital Strategy & Product Leader | MBA from IIM Calcutta

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### Professional Summary

Product Manager with 4+ years of cross-functional experience spanning product strategy, forecasting automation, capacity planning and engineering. Proven ability to bridge business and technology, having transitioned from backend development to product leadership. Adept at defining vision, driving roadmap execution, and aligning stakeholders to ship scalable, customer-centric solutions. Holds an MBA from IIM Calcutta and a strong technical foundation in system design, analytics, and AI-driven product development.

### Skills

- **Product Management:** Product Strategy, Road-mapping, Feature Prioritization, PRD Writing, Agile, A/B Testing, OKRs
- **Data & Analytics:** Python, Data Analysis & Visualization, Product Analytics, Capacity Planning, Machine Learning Integration
- **Technical & Tools:** API Architecture, System Design, SQL, Figma, Tableau, QuickSight, Excel, Git, Asana, Miro

### Personal Projects

- **AI Cover Letter Tool:** Led development of an AI-driven cover letter tool from ideation to deployment, writing PRDs and designing the system architecture, reducing cover letter creation time by 50%.
- **AI CV Optimization Platform:** Led development of a microservices-based platform with systemized skill clustering and LLM-driven analysis of 2K+ job descriptions, achieving 200+ new user sign-ups within the first week of launch.
- **Data Pipeline Automation:** Developed automated ETL pipelines with ML-driven validation checks for CV optimization tool, boosting data accuracy by 40% and cutting manual processing time by 60%.
- **Notion Library:** Launched a one-click knowledge management system in Notion with AI-powered summarization and Looker analytics dashboard, driving data-informed learning patterns and content discovery.
- **Product Development Acceleration:** Leveraged expertise in AI product management, system design, data mining, and SQL to accelerate CVcraft development cycles by 30%, demonstrating practical application of advanced technical skills.

### Experience

#### [AFBP Program | Amazon Customer Service | June 2023 – Present](#)

- **BI Transformation & User Growth:** Headed an enterprise-wide BI transformation across 5 verticals by conducting user research and implementing user-centric dashboard, increasing WAU by 35% and enabling data automation initiatives.
- **Forecasting Automation:** Owned end-to-end development and agile delivery of 5+ automation features in the VIBE platform with tech team; conducted 20+ user interviews, led 5+ UAT cycles across 6 business teams, reducing turnaround time by 20%.
- **Business Overlay and Efficiency:** Launched automated and bulk overlay features, driving 100% adoption and reducing manual effort by 100+ analyst hours through standardizing inputs and enabling faster multi-scenario planning.

- **Dashboard Consolidation & Data standardization:** Consolidated 20+ forecasting dashboards into standardized enterprise solutions, capturing 16% of BI platform usage and cutting duplicate reports by 60%. Created a one stop source of truth for all requirements, saving 20+ analyst hrs/month.
- **Strategic Alignment & Executive Enablement:** Coordinated KPI alignment sessions with C-level stakeholders across 5 verticals, delivering dashboards and AI-generated narratives; accelerated consensus on strategic decisions by 25%.
- **Data Infrastructure & Visibility:** Standardized the Offered contacts planning across 5 verticals by centralizing inputs and migrating results to QuickSight dashboards, improving data accessibility and capacity planning decisions.
- **Operational Efficiency & Workflow Optimization:** Orchestrated alignment with Operations, Finance, and Forecasting teams to standardize the operational planning cycle, streamlining data workflows and reducing planning time by 25%.

#### Product Consultant | Supply Compass (B2B SaaS) | June 2021 – March 2022

- **User Research & UX Improvements:** Orchestrated user research program with A/B testing, usability studies & interviews, driving UI/UX improvements that increased user satisfaction scores by 15% and reduced customer churn by 25%
- **Feature Prioritization & Planning:** Led feature prioritization workshops with C-suite stakeholders by impact mapping, resulting in 20% faster development cycles & 35% improved resource allocation across product roadmap
- **Feature Prioritization & Supply Chain visibility:** Spearheaded end-to-end design for supply chain visibility platform, delivering PRDs & high-fidelity Figma prototypes, improving transparency by 30% & cutting feedback cycles by 40%

#### Back-End Lead Developer | Supply Compass (B2B SaaS) | October 2019 – June 2021

- **CRM Integration & Automation:** Architected HubSpot CRM integration with admin dashboard and Slack workflows, automated lead tracking and notification, driving 10% increase in qualified leads and reducing response time by 40%
- **Product Ownership & Delivery:** Served as Product Owner bridging tech and business teams, streamlining sprint planning & feature prioritization, accelerating decisions by 20% and delivering 5+ major initiatives via PRDs.
- **Team Management:** Spearheaded backend development initiatives with a 4-engineer team, architecting Python-based RESTful APIs and optimizing database queries, resulting in 30% faster deployment cycles and enhanced system reliability

## Education

#### Master of Business Administration | IIM Calcutta (2021–2023)

- Vice President for Data Analytics Club
- Campus Winner – Microsoft PM Engage (product management competition).
- National Finalist, WinZO BOSS and Global Management Challenge (strategy simulations).

#### Bachelor of Technology, Computer Science | IIIT Sri City (2015–2019)

- Founder, CodeChef Campus Chapter (earned 5-star rating on CodeChef).
- Teaching Assistant for C Programming and Algorithms courses