Meenal Singh

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Senior Product Manager - AI & Digital Products

Product Strategy & Roadmap | AI-Led Innovation | Customer Acquisition & Satisfaction |

Cross-Functional Leadership | Data-Driven Growth

Strategic Product Management Leader with 4+ years driving AI-powered digital transformation across B2C and B2B platforms. Currently leading AWS partnership initiatives, delivering 15+ security connector products valued at 300K USD each while managing 3 associate product managers team. Recognized innovator contributing to 4 patents in Gen AI and business intelligence, achieving 80% reduced manual effort and 30% improvement in analysis efficiency through intelligent automation. Expert in scaling SaaS platforms from concept to market, managing cross-functional teams of 10+ members and budgets exceeding 600K AED. Proven success in stakeholder alignment across 5+ departments, securing $100K AWS funding through data-backed proposals. Delivered consistent business growth: 7% conversion lift, 10% customer acquisition increase, and 200,000+ user base expansion. Strong technical foundation (B.Tech) combined with business acumen (MBA from IIM Indore, Top 12%). **Available with 3 months' notice for leadership roles in Dubai / Abu Dhabi and broader GCC region.**

Notable Achievement Highlights (Last 5 Years):

- Led delivery of 15+ enterprise connector solutions for AWS valued at $4.5M USD (300K USD each), managing a team of 3 Associate Product Managers and reporting to Senior Director (2024-Present).
- Contributor to 4 patents filed for innovative Gen AI and analytics modules on enterprise B2B platform (2024-Present).
- Secured $100K USD AWS funding for platform sandbox environment through data-backed proposals and technical documentation (2024).
- Achieved 80% reduction in manual effort (40 hours to 8 hours) through AI-powered automation of log classification and mapping (2024).
- Drove 7% increase in lead conversion and 10% customer growth, generating 20,000 new customers annually while managing 600K AED ($163K USD) annual budget with a team of 10+ members (2022-2024).

WORK EXPERIENCE

Trianz (AWS Contractor) - *India & Dubai, UAE*   03/2024 - PRESENT

Product Manager (AI & B2B Products)

Led team of 3 Associate Product Managers delivering $4.5M+ portfolio of AWS security connector products, reporting directly to Senior Director while driving AI-powered platform innovation across enterprise B2B solutions.

- **Product Strategy & Roadmap:** Orchestrated cross-organizational product delivery for 15+ log ingestion connectors integrating major security platforms (Okta, Microsoft Entra ID) using Jira and Confluence for technical specifications and project management, driving enterprise adoption across Fortune 500 clients and generating $4.5M in product value through strategic AWS partnership initiatives.
- **AI-Led Innovation:** Pioneered intelligent automation framework leveraging machine learning algorithms for security log classification and data mapping workflows, enhancing platform scalability across 12+ diverse security data sources and reducing manual engineering cycles by 80% (5 days to 1 day); contributed to 4 patent filings for innovative Gen AI and business intelligence modules deployed on Avrio B2B analytics platform.
- **Customer Acquisition & Satisfaction:** Secured $100K funding from AWS funding for sandbox testing environment by architecting comprehensive proof-of-concept documentation and competitive analysis, demonstrating ROI through AI-driven features including Gen BI automated dashboards and Agent Catalog with 5+ configurable AI agents, reducing end-user manual analysis effort by 30% and accelerating customer onboarding cycles.
- **Cross-Functional Leadership:** Directed agile collaboration across 10+ member engineering, design, and QA teams through structured sprint planning, UX ideation workshops using Figma, and technical alignment sessions in Confluence, eliminating ambiguities and streamlining feature delivery for 5+ core platform modules (Marketplace, Data Governance, Universal Search, FinOps) while achieving consecutive 2-month Star Award nominations from 50+ member organization.
- **Data-Driven Growth:** Architected SaaS Control Plane transformation by synthesizing competitive intelligence through AI-powered research tools, defining scalable user admin frameworks and multi-tenant architecture that positioned Avrio platform for enterprise market expansion, while implementing automated visual dashboard capabilities that delivered actionable insights 70% faster than traditional manual analysis methods.

ACT Fibernet - *India*   06/2021 - 03/2024

Product Manager (B2C) | 02/2022 - 03/2024

Management Trainee | 06/2021 - 02/2022
Managed 10+ member external team and 600K AED ($163K USD) annual budget, coordinating across 5+ stakeholder departments to drive B2C digital product strategy for 1M+ monthly users, delivering consistent customer acquisition and revenue growth.

- **Product Strategy & Roadmap:** Spearheaded comprehensive website transformation strategy by synthesizing cross-functional requirements from 5+ stakeholder groups and developing detailed product requirement documents using agile methodologies, coordinating 2 external agencies alongside internal IT teams with 300K AED budget to deliver scalable B2C platform that drove 100K incremental monthly traffic and contributed to 20,000 new customer acquisitions annually.
- **Innovation & Optimization:** Engineered hypothesis-driven experimentation framework deploying Google Optimize and Google Analytics 4 for continuous A/B testing and multivariate analysis, launching 2 new features monthly alongside persistent UI/UX optimization experiments that systematically improved user journeys and conversion funnels, directly contributing to 7% lift in lead-to-customer conversion rates across 1M+ monthly visitors.
- **Customer Acquisition & Satisfaction:** Transformed customer self-service experience through beta testing and user validation, launching revamped login portal (selfcare.actcorp.in) that expanded active user base by 10% (2M to 2.2M users) within 3 months; delivered automation solution using decision tree algorithms achieving 18% CX improvement and conceptualized Partner App connecting 450+ retailers to generate 200 new customers monthly while reducing support ticket volume.
- **Cross-Functional Leadership:** Orchestrated end-to-end product lifecycle management across design, development, marketing, and analytics teams while managing 600K AED operational budget, conducting sprint planning sessions, stakeholder alignment meetings, and resource allocation decisions that ensured on-time delivery of high-impact features for both acquisition website and customer portal serving millions of telecommunications subscribers.
- **Data-Driven Growth:** Architected advanced analytics infrastructure implementing Google Analytics 4 event tracking, custom funnel visualization, and behavioral segmentation across both new and existing customer journeys, uncovering optimization opportunities through data pattern analysis that enabled targeted interventions driving 10% overall customer base growth (contributing 20K annual customers).

EARLY CAREER

- **ACT Fibernet | Summer Intern | 04/2020 - 06/2020 |** Analyzed customer acquisition workflows through stakeholder interviews and data analysis during COVID-19, identifying critical process bottlenecks and implementing efficiency improvements that enhanced onboarding experience by 11%.
- **Ford Motor Company | Software Engineer | 07/2017 - 06/2019 |** Collaborated within an agile scrum team of 5 members reporting to General Manager, delivering data transformation processes across 12+ countries and 4+ languages while pioneering robotic process automation that eliminated manual testing documentation, saving 5.25 FTE equivalents (1,000+ hours monthly) and earning management recognition for innovation.

EDUCATION

- **MBA (Master of Business Administration)** – Indian Institute of Management (IIM) Indore, Indore, India.
- **Bachelor of Technology: Electrical Engineering** – Motilal Nehru National Institute of Technology (MNNIT) Allahabad, India.

SKILLS

Product Management | Product Strategy | Product Roadmap | Agile Methodologies | Scrum | Jira | Confluence | Figma | SQL | Google Analytics 4 (GA4) | Tableau | Google Optimize | A/B Testing | Stakeholder Management | Cross-Functional Leadership | Team Leadership | Budget Management | Data Analysis | User Research | Customer Research | UX/UI Design | User Acceptance Testing (UAT) | Generative AI | Machine Learning | ChatGPT | Claude AI | Perplexity | Manus.ai | AWS Architecture | SaaS Product Development | B2B Product Management | B2C Product Management | Feature Prioritization | Product Requirements Documents (PRD) | Conversion Optimization | Business Intelligence | Robotic Process Automation (RPA) | Jenkins | CI/CD | Programming (C, C++, R) | Data Governance | FinOps | Marketplace Development | API Integration | ETL Processes

CERTIFICATIONS

- **Introduction to Generative AI** – Grow with Google
- **Agile Methodologies** – LinkedIn Skill Assessment
- **Design for Product Managers** – Figma
- **Quick Start Guide to SQL** – LinkedIn Learning
- **Complete Introduction to Data Analytics with Tableau** – Udemy