



AI Product & Strategy Leader with 4.5+ years of experience building and growing products in AI, Meditation, FinTech, eCommerce verticals, at early stage B2C and B2B.

Ex-Niti AI | BNC Energy | ISRO | BOSCH | Ex-Founder

## WORK EXPERIENCE

### Founding Product & Strategy, Niti AI

Nov 2022 - Present

*Agentic AI Platform to plan and execute growth experiments*

- Implemented **AI agents** and **saved 80% of effort** for D2C brands to run **referral, win-back** and **more**.
- Built an **AI-driven feedback collection agent**, improving customer segmentation accuracy for B2C companies.
- Worked with engineering and design to build AI Agents to generate brand compliant mobile UX in **20% of time**.
- Ideated & built journey simulation to reduced QA time from **20 mins to 2 mins** for 250+ tests/m.
- Crafted the **Product and GTM strategy** for the company that generated a combined **revenue of \$500k**.
- Took **12+ customers live** on the platform across different industries - BFSI, Consumer Tech, eComm, and more.
- Represented the company in **15+ national** and **international** conferences and platforms.
- Cracked **15+ key partnerships** for API and GTM.

### Digital Product & Strategy, BNC Energy

Jul 2021 - Nov 2022

*PLI sponsored CleanTech company building and deploying vehicles and batteries*

- Implemented companion **mobile app to monitor and remotely control** the electric vehicle. Better safety and UX.
- Owned the web-flow for pre-booking and generated over **40k+ pre-booking in less than 30 days**.
- Established a network of **25+ dealers** in South India and generated a business of **1.25 Cr** in less than 6 months.
- Led the market research team** and generate insightful reports to inform the **vehicle design, pricing** and **GTM**.
- Led the creative team in creating **brand guidelines, marketing collaterals, showroom designs** and **ad videos**.

### Founder, Evon Tech

Nov 2020 - Jun 2021

*B2B Marketplace for high quality construction materials*

- Established a network of **20+ Dealers and Distributions** in Telangana and Andhra Pradesh in less than 6 months.
- Generated an MRR of **\$5,000 in less than 4 months** of time.

### (Volunteering) Product and Strategy, Heartfulness

May 2022 - Nov 2022

*Mental wellness app powering guided meditation, yoga and special sessions*

- Led the redesign of the app to improve **onboarding, performance, and content**.
- Implemented various PLG experiments like referral and group meditation to **achieve firs 50k+ downloads**.

### (Consulting) Product and Strategy, Wednesday

*AI Product Engineering Agency helping founders go from MVP → PMF*

- Consulted on **strategy** and **product** to build mini-tools that help generate high quality leads and engagement.

## EDUCATION

BTech, M.S Ramaiah Institute of Technology, Bangalore

2016 - 2020

GrowthX, Cohort based PLG Program

2022

## SIDE PROJECTS

- AI Screenshot Organizer: Upload screenshots and retrieve them with **natural language in few seconds**.
- AI eCommerce Listing: Fine-tuned LLM to generate product descriptions, **reducing merchant workload by 70%**.
- AI eCommerce Photographer: Simplified generation of AI models for a particular SKU and **reduced cost by 90%**.

## SKILLS

- Core Skills:** Product Management, Strategy, Product Growth, Design, Prompting, Agentic AI & Market Research.
- Tools:** LangChain, Jira, Amplitude, CleverTap, Shopify, Lovable, Figma, Notion, Canva, Apollo, Whimsical.
- Passion:** Blogging, Reading, Movies, Badminton.