

# Prasanth B

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Product Manager with ~7 years of experience building and scaling AI and SaaS products across enterprise and consumer ecosystems. I specialize in driving adoption, personalization, onboarding, and retention through data-driven execution. I thrive on solving complex operational and growth challenges through strong product thinking and cross-functional collaboration.

## Skills

- **Product Management and Strategy:** Roadmapping, Zero to One Products, Go to Market, Personalization, Retention
- **Growth and User Experience:** Conversion Funnels, Onboarding, User Journeys, Retention, Experimentation
- **Collaboration and Leadership:** Agile, Sprint Management, Stakeholder Alignment, Cross Functional Leadership
- **AI and Consumer Technology:** LLM based Products, Explainable AI, Personalization Engines, Engagement Loops
- **Data and Analytics:** SQL, Mixpanel, Funnel and Cohort Analysis, KPI Tracking, Looker Studio

## Work Experience

### Product Manager II

InfraMarket, Bengaluru, India

December 2022 - Current

#### Series E B2B SaaS unicorn

- Introduced AI functionality by launching an **LLM-enabled Sales Assistant**, promoting adoption with explainable agent interactions (+40%) and speeding up deal closures (20%).
- Introduced interactions & UX patterns in AI agent to be explainable to enhance user trust, promoting **user engagement** (+25%).
- Redesigned the onboarding process and automated documentation **reducing work activation time by 85%** (7 days to 1 day) and **increasing adoption** for high and fast volume environments.
- Worked alongside Finance teams to integrate credit access to workflows to enable increasing high-volume purchases units. (40% increase in AOV) and increased long-term loyalty with much improvement of CSAT.
- Conducted A/B experiments across sales workflows to arrive at **45% of multi category SKUs orders** and **reduced abandon rate by 29%**.
- Collaborated with GTM and sales ops to implement real-time dashboards and **reduced manual reporting effort to 60%**.

### Product Manager

LimeTray, Remote

August 2021 - November 2022

#### Enterprise F&B SaaS platform

- Managed the complete lifecycle of Point of Sale and Order Management modules utilized in over 3,000 restaurants globally, **enhancing franchise retention by 15%**
- Revamped and consolidated disjointed checkout flows, driving **22% larger average order size** and **18% better user satisfaction scores**.
- **Developed analytics and reporting dashboards** enabling greater customer transparency and engagement, adding **₹50L+ monthly recurring revenue**.
- Crafted a personalized onboarding and trust-based flows, **reducing the initial setup burden for first-time users by 40%** and **lifting retention by 20%**.

### Product Manager

StraDigiCorp, New Delhi, India

June 2018 - June 2019

- Introduced logistics and order tracking functionality for over 100k B2C transactions per month that boosted delivery transparency by 35% and increased repeat orders by 18%.
- Performed end-user workflow research and streamlined task flows in ways that improved task completion rates by 28% and customer NPS (Net Promoter Score) by 20 points.

### Software Developer

ScriptBees, Hyderabad, India

April 2017 - May 2018

- Built scalable Android applications and backend APIs for e-learning and automotive industries serving 50k+ unique users monthly while reducing crash rates by 40%.

## Education

Indian School of Business at Hyderabad

Executive Education in Product Management February 2023

Indian Institute of Information Technology And Management at Gwalior

Information & CommunicationTechnology May 2017