Prasanth B

Bengaluru KA

+91-8179974995   prasanth69iiitm@gmail.com   LinkedIn: linkedin.com/in/bprasanth

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