

ARAVINDH P G

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PROFESSIONAL EXPERIENCE - 9.5 Years [7.5 years in Product Management & 2 Years in Software Development]

Browserstack (B2B SaaS) Principal Product Manager, Live & Bug Capture Mar 2023 - Present

- **Principal Product manager** for Manual Testing products - "Bug Capture" (Acquired for **20M \$**) & "Live" (**65M \$** ARR; **190K** users)
- **Merged** Live <> Bug Capture (**New Acquisition**) & **enabled** access to **190K** users, coordinating across **24 teams** (Monetisation, Growth, Strategy, Product, Marketing & Engineering), co-led **PR & GTM** strategies, **executed** a staggered rollout in 3 months
- **Scaled** adoption across multiple product features (Multi-Device Testing, Quick Launch) increasing the retention by **1.1M \$**
- **Launched** Browserstack **extension** on Visual Studio code marketplace & achieved **15K installs** through in-product adoption drive
- **Enhanced** Product Stability & Performance to deliver a consistent NPS of 45-49 (#1 out of 14 products), above target score of 40
- **Collaborated** with Design (User Research), Abuse, Capacity , Enterprise, Monetisation (Feature fencing) & Growth (Cross -Sell)

Amazon India Senior Product Manager (Tech), Just Walk Out Tech Aug 2022 - Mar 2023

- **Senior Product Manager (Tech)** in Just Walk Out tech, owning accuracy charter of Amazon's **Cash-less** tech for 1P & 3P stores
- Cross-collaborated with Point of Sales tech team & built an automated accuracy tech model with yearly cost savings of **630K \$**
- **Semi-Automated** existing Accuracy Ops process, leading to 60% reduction in effort & potential yearly savings of **1.1M \$**
- **Co-authored** 3-year strategy to reduce accuracy costs by 94% (~**13M \$** yearly savings) & **organised** VP level leadership reviews

Amazon India Senior Product Manager, Selling Partner Services Jul 2022 - Jul 2023

- **Senior Product Manager** (1 of 2) of a Business continuity/compliance project impacting Amazon.in Seller business of **100B INR** Stakeholders - 60+ Amazon tech teams, external System integrator, 10 sellers, Financial Accounting/Ops, Warehouse tech/Ops
- **Designed & Integrated** 13 Business Data feeds [Amazon to 10 Sellers] with 350+ business attributes (**1M+ daily volume**) - These Data feeds enabled sellers to build custom Catalogue/Inventory management, Invoice Payments & Vendor Registration modules
- **Built Financial Accounting** Product with 75+ business use-cases (enabled monthly accounting for **10 sellers having 1B turnover**)
- **Scaled** Data feed & Accounting product to 5 program verticals (Amazon Business, Direct Fulfilment, Fresh & Large Appliances)
- **Collaborated** as SME with **60+** internal Amazon tech teams on **externalising** Amazon tools to Sellers; **Owned** User requirements/ Personas; **Led** monthly **leadership reviews** at Director/VP level for reviewing roadmap and program status
- **Ideated & enabled** near real-time 'Inventory mis-allocation monitoring' to track **compliance** misses in Seller Inventory txns - Investigates **10M+** daily inventory txns across 25 warehouse processes & raises compliance alarms for teams to rectify errors
- **Strategised & built** short-term and long-term Business/Accounting reporting product for 10 sellers, consisting of **300+** reports

Amazon India Product Manager, Retail Excellence Feb 2019 - Jun 2021

- **Product Manager** for automating retail processes (PO to Payment) in Supply Chain, Invoice processing, Govt. Compliance. Stakeholders – Amazon tech, Finance Operations, Supply Chain Ops, Category Management, Vendor tech & business teams.
- **Launched EDI & API** based integration of 8 key business processes across Retail/Direct Fulfilment Channels
- **Supervised 80+** vendor teams & 5+ integration partners on implementing **EDIFACT** (EDI) & **JSON** (API) based **web-integration**
- **Integrated 60+** Tier 1 vendors **automating ~30% POs** (**600K** yearly savings per vendor) & **~4M** yearly savings in Invoice processing
- **Enhanced** Vendor Payment Dashboard for **10K+** vendors leading to **20% reduction** in contacts & **600 bps** satisfaction increase
- **Implemented** Govt E-Invoicing/TCS **compliance** tech changes for 7 verticals impacting **100+** vendors with turnover **>1B INR**
- **Ideated** a PDF upload automation for Dropship Invoicing channel addressing **~160M** tax compliance
- **Implemented** 'Goods Received Dashboard' to address variances in Purchased Quantities, leading to **~5M yearly savings**
- Program Managed Supplier adherence to delivery window leading to **~3M** yearly savings in planning costs

[Cloudtail India](#) (Key Seller on Amazon.in) Product Manager, Vendor Management Apr 2017 - Feb 2019

- **Product Manager of Retail Tools**, designed for **automating** business decision making & reporting for **150+** Vendor Managers
- **Automated 12%** Purchase Order (PO) workflow for 7 Tier 1 vendors (HUL, LG etc) through **EDI-based integration platform**
- **Automated 12+ weekly business reports** through **Qlik Sense reporting tool** and reduced team's reporting bandwidth by **10%**
- **Launched** an **internal Jira based Ticketing Product** for 200+ employees to log issues and post Retail Tool enquiries
- **Enhanced** Financial Reporting tool (with 250+ metrics) reducing Vendor Manager/Finance team bandwidth by **25%**
- **Implemented** an **Excel macro Dashboard** view to track **50+** Cloudtail tech projects' due dates & Program RAG status

Exeter Software India Pvt Ltd Software Engineer June 2013 - May 2015

- **SOA Web-Services Developer** in Project OneGate, designed for Health Insurance Eligibility web-platform of **Hawaii & Vermont**
- **Resolved 150+ enhancement** requests across **10** modules; **Revamped & scaled** 3-yr old **legacy** codebase to achieve **100%** incremental process **efficiency**; **Designed** data pipeline logic for **1300+** applicant data attributes to compute insurance eligibility
- **Winner of 1-day-code-a-thon (out of 25 teams)**: Delivered a working web module in a **single** day as a part of **7-membered-team**

MENTORSHIP & CONSULTING				
GrowthX		Mentor (Product Growth)		May 2024- Present
<ul style="list-style-type: none">• Mentor (1/45) in GrowthX, a curated community of 3,500+ leaders from 1,800+ top companies, mentoring incoming cohorts• Mentored 3 Capstone teams on their Capstone project (3.5 weeks of user research & GTM strategy), for B2B (Intercom/MoEngage)• Led a team of 8 in building a growth Strategy for Mailmodo, in growing their INR business from \$1.5M to \$3.75M in 12 months				
Accenture - Strategy & Consulting		Consultant (Internship)		Apr 2016 - May 2016
<ul style="list-style-type: none">• Recommended and implemented Operational Excellence solutions for a large Electrical & Automation client - Alternate fuel sources for paintshop (Potential Impact – 3.5M); Price Variation in POs across business units (Potential Impact – 4M)				
EDUCATION				
Masters	PGDM, IIM Ahmedabad	3.13/4.33	Exchange semester - Essec Business school, Paris	2017
B.Tech	Engineering Physics, IIT Madras	8.23/10	Summer Internship at Finisar, Malaysia	2013
Class XII	Arockiamatha MHSS, Trichy (TN State Board)	97.17%	State Rank of 809 in TN engg admissions	2009
Class X	Arockiamatha MHSS, Trichy (TN Matric)	96.27%	District Topper in Trichy District, Tamilnadu	2007
SCHOLASTIC ACHIEVEMENTS				
<ul style="list-style-type: none">• IITJEE '09: AIR 2677 (out of 384,977); AIEEE '09: AIR 2106 (out of 962,119)• GATE '14 Computer Science & IT : AIR 1092 (out of 155,190); GATE '13 Electrical Engg: AIR 1435 (out of 152,381)• CAT '14: 99.92 %ile (Quant – 99.62/ Verbal Reasoning – 99.89); GRE '12 : 98%ile (Overall - 326/340; Quant – 170/170)				
EXTRA-CURRICULARS				
<ul style="list-style-type: none">• Winner of All India Brahm Prakash Memorial Material Quiz 2009 out of 33 teams from India & Srilanka• Winner of Puzzle Champ in Mechanics 2011, conducted by Department of Mechanical Engineering, IITM• IITM – NSS Coordinator (Blind School Program) of 8 1st year students; Mentored 2 Foreign exchange students				