Karan Mandalam

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PROFESSIONAL SUMMARY

Generalist operator with 7+ years working from Founders' offices, owning ambiguous charters across product, growth, and internal systems. Have built and scaled GTM, automation, and reporting platforms supporting ₹2Cr+/month in spend and ₹1Cr+ in incremental revenue impact. Known for turning unclear business goals into executable systems that reduce manual effort, improve decision velocity, and scale without proportional headcount.

WORK EXPERIENCE

Consulting – AI Product & Systems | Multiple Startups   2025 – 2025
Acted as Founder/Leadership Office operator across orgs, owning ambiguous charters spanning internal platforms, GTM systems, analytics, and decision-support tooling.

– Identified and closed high-friction gaps by leading build vs buy evaluations, vendor selection, and tool rollouts.
– Designed and shipped internal systems and dashboards for CXO use, consolidating fragmented data into decision-ready views and reducing reliance on manual reporting.
– Designed AI-enabled workflows (RAG, agent orchestration, evals, automation) to accelerate experimentation, decision-making, and operational leverage for lean teams.

Product Manager | Miles Education   2023 – 2025
Embedded in CEO/CTO office to build scalable growth, CRM, and automation systems.

– Built the end-to-end GTM data and attribution backbone (tracking, funnel definitions, reporting), creating a single source of truth that improved lead-quality signal and decision velocity by $\sim$1.2$\times$.
– Designed and shipped internal platforms across web, CMS, events, and scheduling, enabling faster experimentation and admin-led iteration, driving $\sim$3$\times$ growth in organic traffic and materially reducing launch turnaround time.
– Orchestrated cross-functional workflows across CRM, web, ads, events, and sales, aligning teams on shared states and handoffs and reducing manual coordination and operational friction by $\sim$2$\times$.
– Built the MarTech stack with embedded analytics, turning campaigns into repeatable, measurable programs and improving execution reliability by $\sim$3$\times$.
– Introduced AI-enhanced workflows across content creation, enrichment, and analysis, shortening experiment-to-insight cycles and increasing execution throughput by $\sim$2$\times$.

Founder's Office | AlmaBetter   2022 – 2023
Built and owned the events GTM + ops engine with the COO, integrating growth, content, and automation workflows.

– Built and owned the events GTM + ops engine with the COO, integrating growth, content, and automation workflows to drive $\sim$3$\times$ scale in registrations with stronger attendance quality and monetization outcomes.
– Re-architected content delivery operations by introducing structured Jira workflows, automation, and QC gates, creating predictable throughput and $\sim$10$\times$ reduction in execution errors across teams.
– Set up and scaled a technical content marketing system (blogs, tutorials, creatives) with clear ownership, tracking, and QA, improving discovery, session depth, and SEO-led acquisition performance.
– Designed automation-first support and lifecycle systems (onboarding, escalations, drop-off handling), reducing manual load on learning teams and improving reliability across user-facing operations.

Product Strategist | upGrad   2020 – 2022
Owned delivery of learning product across content, platform, and learner experience, maintaining 4.5+ CSAT across cohorts.

– Built and iterated engagement and retention mechanisms through structured experimentation and workflow discipline, improving learner engagement and completion outcomes by 20%.
– Introduced structured content planning and release workflows across product and academic teams, reducing delivery variance and improving predictability of launches.

Associate Consultant | Capgemini   2018 – 2020
Technical consultant tasked with enterprise-scale content migrations and ensuring production stability.

– Automated and executed a large-scale CMS migration, reducing delivery time by 15%.
– Provided L3 production support for enterprise systems, diagnosing API and data issues using logs and monitoring tools.

SELECTED PRODUCTS

– **MyThirdPlace:** Built a community and events discovery platform end-to-end, owning product vision, data models, admin tooling, payments, lifecycle workflows, and analytics to support repeatable growth and operational scale.
– **MereKapade:** Built an AI-assisted custom apparel platform guiding users from intent to purchase through interactive, generative design workflows with a modular, extensible product architecture.

EDUCATION

Bachelor of Engineering (B.E.) Hons. | BITS Pilani   2014 – 2018
Pilani, India