

SUMMARY

Results-driven Product professional with 10+ years of experience specializing in AI/ML-powered product development and data-driven growth strategies. Expert in leveraging automation, generative AI, and advanced analytics to drive product innovation and business growth.

CORE COMPETENCIES

Product & Strategy: Product Strategy | Market Research | UX Design | Competitor Analysis | Product Roadmap | Prioritization | Backlog Management | A/B Testing | Go-to-Market Strategy

AI & Technology: Generative AI | Machine Learning | Deep Learning | Natural Language Processing | Computer Vision | Large Language Models | Prompt Engineering | AI Agent | Text-to-Speech | AI Automation | Data Science

Technical Skills: Python | SQL | MySQL | AWS | Google Cloud Platform | BigQuery | API Integration | SaaS | N8N | Git

Tools & Platforms: Pendo | LogRocket | JIRA | Split.io | CleverTap | Acoustics | YaloChat | Salesforce | ThoughtSpot | Tableau | Figma | Whimsical | Shopify | Razorpay | Shiprocket

WORK EXPERIENCE

ENTREPRENEURSHIP | FOUNDER | TRUMEE

JUNE 2024 – PRESENT

- **End-to-End Product Strategy:** Led TruMee, a D2C women's fashion tech brand, overseeing comprehensive product strategy and business growth initiatives to solve for deadstock, high return rates using AI
- **TrendRadar (prototype) to minimize deadstock :** Built an n8n-based workflow integrating APIs, web scraping, and automated classification to monitor and visualize real-time fashion trends
- **Supply Chain Optimization:** Managed end-to-end supply chain operations including vendor coordination, inventory planning, and fulfillment processes, reducing operational costs by 12%
- **Funnel Optimization with Generative AI:** Automated AI-generated abandoned cart recovery emails using Make.com + OpenAI GPT 4o, achieving **12% cart recovery, 7% reactivation rate**
- **Social Media Automation:** Implemented Make.com and workflows to schedule and publish content, reducing TAT for posts by 70%.

PRODUCT MANAGER | ALPHASENSE

MAY 2023 – MAY 2024

- **Client Analytics Platform:** Solution enabling clients gauge the product utilization for better decision making
 - Ideated & compiled the features that would maximize the value for clients with a projected **ARR impact of \$13.14M**
- **Unified Analytics Platform Development:** Designed and built comprehensive E2E analytics platform utilized by **20+** product and engineering teams, enabling real-time data-driven decision making, reducing error rate by 60% (from 1.25 to 0.5 per month)
- **AI Chatbot Implementation:** Leveraged Google Dialogflow to implement intelligent AI chatbot for internal database queries, reducing response time by **2 days** for **40%** of the requests
- **NPS Infrastructure Optimization:** Revamped Net Promoter Score collection system for enterprise and SaaS environments, achieving **6% increase in response rate over 3.5 months**

PRODUCT MANAGER - AI | AMAZON DEVELOPMENT CENTER

FEB 2022 – MAR 2023

- **Catalogue Duplication Identification using NLP and computer vision –** Automated E2E workflow for duplicate identification
 - Designed and implemented workflow using CNN image matching, cosine similarity and in-house model score through API
 - Increased the scale per batch to **7X** from **~13k**, TAT reduced to **1 day** from **7 days**, error rate reduced from 5% to 2%
 - Merged SKUs attributed to **\$4M QOQ GMS** value
- **Automated workflows to list delisted SKUs:** Automated workflow to identify and remove defects on the buyable SKUs
 - Designed and implemented **3 workflows** in defect management tool to enable product discoverability
 - Recycled SKUs contributed to **\$20M GMS** value over **6 months**, scaled the solution to **4X** through 3 workflows
- **Deduping and A/B Testing for physical lookbook:** Implemented deduping algorithm to remove users from the same household and executed A/B testing to identify the impact of the campaign across test and control groups
 - Incurred cost savings of **\$5M by removing recipients** from categories, marketplaces and household (highest conversion)
 - Increased incremental ordered product sales to **50% YOY**

PRODUCT MANAGER - GROWTH (AVP) | RBL BANK

APR 2020 – FEB 2022

- **Leads Management Module (Contact Center) –** enabled leads collection on near real-time, allocation, expiry workflow
 - Increased conversion for **crest(debit) card** by **3.2%**, **FD by ~5%**, new **digital accounts by 2%** over **4 months** duration
 - Reduced the TAT from **2 days** to near real time

- **Pre-Approved Credit Card Journey Integration including KYC** – segment of users would apply for credit card as per eligibility
- Designed the workflow and segmentation logic for surfacing the credit card, improved the overall conversion by **0.65%**
- **WhatsApp channel adoption through classification model – XGBoost and LightGBM**
- Implemented Ensemble model to target the users digitally for **WhatsApp adoption**, leading to **~3.5% QOQ**
- **Digital Communication channels integration** –Used Acoustics, CleverTap and YaloChat platforms APIs to streamline communication across channels
- Identified the channels that were effective for each user for marketing campaigns - cost savings of **~\$0.23M** annually
- **RFM Model for debit card offers** – customized offers for different segments, leading to improved spending rate by 2.5% within 3 months
- **A/B Testing** to decide the effectiveness of campaign vouchers, saved **~\$100K** using the ideal voucher for new users
- **Managed a team of 7 analysts** to drive key business objectives

AI PRODUCT CONSULTING PROJECT | EDTECH STARTUP - B2C | HLSR TECHNOLOGIES PRIVATE LTD JULY 2025

- **Text-to-Speech Technology Integration:** Evaluated and implemented TTS technology stack to enable multilingual voice synthesis for educational content, improving accessibility
- **Advanced Prompt Engineering:** Developed sophisticated prompt engineering frameworks for educational AI assistants, optimizing query response accuracy and learning outcome personalization
- **Books Content Management:** Designed scalable database solutions for books storage and retrieval system, enabling efficient content management and search functionality for CBSE curriculum
- **Compliance Research & Implementation:** Conducted comprehensive regulatory compliance research for EdTech platform, ensuring adherence to educational data privacy standards and international regulations
- **Product Flow Optimization:** Reviewed existing application workflows and recommended strategic improvements

WORK EXPERIENCE - PRE MBA

QAE1 (FBA) | AMAZON DEVELOPMENT CENTER

FEB 2017– APR 2019

- **Process Flow Management Tool** – Delivered an automated process flow tool, managing capacity, labor, and inventory across fulfillment centers, resulting in approximately \$34 million in cost savings and a 5% increase in productivity.
- **Seller Flex Dashboard Automation** - Enhanced the accuracy of data on the Seller Flex portal by 90% through the implementation of an AWS pipeline.
- **Shipment Tracking for Vendor Returns** – Real time tracking information integrated into vendor portal for 35% of vendors

QAE | COMMONFLOOR

DEC 2013 – MAY 2017

- Created automation test plans, defined project scope, designed and developed automation frameworks for services and UI, managed release cycles, and executed regression tests for leading online real estate platform

PROGRAMMER ANALYST | COGNIZANT

MAY 2012 – MAY 2013

- Created and executed comprehensive automation scripts for Telecom client using HP QTP, applied structured testing methodologies, ensured quality of requirements and developed test cases/scripts for Cox Communications, US based client

EDUCATION

Indian School of Business | PGP: Information Technology & Marketing
Vellore Institute of Technology | Bachelor of Technology

APRIL 2019- APRIL 2020
JULY 2008 - MAY 2012

CERTIFICATION

AI GENERALIST BOOTCAMP | OUTSKILL | JULY 2025

- Foundations of AI and Large Language Models • Advanced Prompting, Retrieval, and Fine-Tuning
- AI for Image and Video Creation • Building Voice Agents and Multi-modal AI Systems
- AI Automations and Workflow Development

AI & MACHINE LEARNING PROGRAM | SCALER | JULY 2024 – JULY 2025

- Advanced Machine Learning Algorithms and Deep Learning
- Neural Networks and Computer Vision
- Natural Language Processing

PG DIPLOMA IN DATA SCIENCE AND MACHINE LEARNING | IIIT,BANGALORE | MAY 2020 – MAY 2021

PRODUCT MANAGEMENT CERTIFICATION | DECEMBER 2019 – JULY 2020

Duke Corporation + UpGrad