Pratik Wankhede

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Product Manager (4+ yrs) building revenue-driving Marketplace & Media products (0→1, scale). Expert in bridging AI with business strategy to deliver scalable products. Led cross-functional squads to **drive $500K+ revenue** and reoriented business models for higher margins through strategic technical execution.

Work Experience

Product Manager, Ziki | First Livingspaces
Mumbai, India | March 2024 - Present

Key Roles & Responsibilities

- Execution & Delivery: Owned the Hyperlocal Services Marketplace roadmap, backlog, writing detailed PRDs & managing sprint cycles for a cross-functional team of 15 (Tech + Design).
- Strategic Pivot Leadership: Led the business pivot from low-margin utilities to high-margin Experiential Services, identifying and launching 4 new categories (Travel, Finance, Fitness, Skilling, Celebrations) that became top revenue drivers.
- Operations & Quality: Personally verified initial 50+ service partners to set quality benchmarks and resolved early customer escalations to define the support playbook.
- User Research & Strategy: Conducted 50+ on-ground interviews & FGDs and analyzed 200+ user conversations to validate the "Asset-Light" pivot, translating qualitative insights into the business roadmap.

Key Initiatives

- Marketplace (0→1): Launched "Ziki Services" vertical; drove +13% MoM GMV from high-ticket experiential categories.
- Vendor & Partner Onboarding: Automated verification + onboarding; cut activation time 70%; scaled to 100+ verified pros.
- Fulfilment Tracking: Shipped service partner/customer fulfilment tracking (status + SLAs); improved reliability and CSAT +20%.
- Promo Engine: Built scalable cohort-targeted coupon engine (category specific rules + guardrails); improved cart to booking +12%.
- AI Agentic Calling: Deployed AI voice agent for service-related complaints as pre-qual + routing; reduced first-call TAT 1 hr → <1 min.
- Finance Modernization: Automated reconciliation via SAP ERP integration; reduced finance overhead by 2 FTEs.
- Community Growth: Built interest-based communities + referrals; increased organic acquisition and improved repeat engagement.
- Execution Leadership: Established OKR-driven governance and Agile rituals, ensuring 75% on-time delivery of complex milestones.

Product Manager – AdTech & New Initiatives | Times Internet (Times of India)
Noida, India | May 2022 - March 2024

Key Roles & Responsibilities

- Managed the AdTech product vertical, conducting daily stand-ups and sprint planning to deliver supply-side platform (SSP) features.
- Collaborated with Engineering and Sales to align technical capabilities with monetization targets, driving $500K+ ARR.
- Established data governance standards for global content delivery, ensuring GDPR/CCPA compliance for the US edition launch.

Key Initiatives

- Revenue Engine ($500K+): Built "Ad Orchestrator," a real-time inventory allocation engine that optimized pricing logic, delivering $500K+ in annualized revenue.
- US Market Launch: Led the technical launch of TOI News US edition, defining schema requirements for low-latency delivery.
- CMS Modernization: Executed the migration from legacy CMS to a cloud-native architecture, improving Core Web Vitals and accelerating deployment velocity by 75%.
- Cricket World Cup GTM: Managed the GTM strategy for live sports, coordinating with SEO and Editorial teams to double (2x) pageviews and achieve an 18% CTR uplift via A/B testing.

Founding Chief of Operations | Polaris Manufacturers Pvt. Ltd.
Nagpur, India | June 2019 - June 2020

Key Roles & Responsibilities

- Led the digital transformation of manufacturing operations, redefining procurement logic and logistics for a $2M scale-up operation.
- Operational Efficiency: Deployed real-time bottleneck identification processes that reduced production idle time by 73%, optimizing end-to-end supply chain logistics.

Education

MBA | IIM Calcutta | 2022

- Top 12% (Rank 52/450+); Finalist: Amazon ACE, Flipkart Wired 5.0, PPI: Bajaj Finserv

B.Tech | Indian Institute of Space Science and Technology (IIST) | 2019

- Awarded Government of India scholarship (₹3.86 Lakh) for academic achievements.

Skills

- **Leadership**: Stakeholder Influence, Cross-functional Alignment, Strategic Prioritization, OKR Governance, Mentorship. **Core Competencies**: Marketplace Strategy, SaaS Lifecycle, Digital Transformation, GTM Strategy, Growth Loops, Agile/Scrum. **Technical & AI**: Generative AI Agents, System Integration (SAP), API Design, Cloud-Native Architecture, Anomaly Detection. **Tools**: JIRA, Figma, Mixpanel, GA4, Amplitude, SQL, SAP ERP.

Projects | Independent AI Product Initiatives - Portfolio

Confident Communicator – AI Public Speaking Coach | [Live Demo](#)

- **Product Discovery**: Challenged the "Fear of Speaking" hypothesis; identified user "Freeze State" (not knowing *what* to say) as the core friction point, pivoting the MVP to include "AI Content Hints" which reduced churn.
- **Solution**: Built a "Judgement-Free" AI bot with **real-time transcription** and gamified retry loops, solving for user anxiety.

AllergyGuard AI – Food Safety Intelligence | [LinkedIn Demo](#)

- **User Problem**: Solved "Decision Fatigue" for allergy sufferers by converting complex PDF clinical reports into a personalized "Health Passport".
- **Tech & Impact**: Built an LLM-based parsing engine with **fuzzy ingredient matching** to provide instant "Safety Scores" for menu items, closing the "Information Gap" in dining.