

ROHIT KHANNA

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AI-native Lead Product Manager at i2o Retail driving strategy and delivery for Ecommerce analytics products used by 120+ global brands. Combines technical depth (engineering, data science, AI/ML) with strong business orientation—actively scaling 3 brands on Amazon and Flipkart part-time, using AI to accelerate product development. Track record of launching revenue-generating products (\$450K ARR) and building PM teams

EXPERIENCE

i2o Retail, Bangalore — Lead Product Manager July 2020 – Present

E-commerce analytics platform serving 120+ global brands

Own product P&L for i2o's core analytics and pricing suite. Lead cross-functional squad across engineering and data science; drive roadmap alignment with C-suite and translate enterprise client needs into shipped features.

- Own \$1.5MM+ ARR product portfolio; launched new products generating \$450K ARR in 2025
- Pioneered AI-first development workflow using Claude/GPT-4 for requirements generation and prototyping; reduced discovery-to-launch cycle from 12 weeks to 4 weeks
- Built Amazon data pipeline and Ecommerce dashboard adopted by 30+ brands, generating \$3K/client/month in recurring revenue
- Added AI-powered insights layer increasing client engagement by 171%; created autonomous AI agent summarizing pricing and competitive events, reducing analysis time by 90%
- Designed flagship product using AI-driven product matching across 150+ marketplaces; onboarded 25 enterprise clients (\$5K/month each) in 3 months
- Built public intelligence tool measuring Discoverability, Conversion, and Distribution; drove 5x website traffic and became primary lead-gen funnel
- Enabled 45+ brands to reduce ACOS by 10–15% through automated detection of wasted spend and daily optimization recommendations
- Lead team of 4 senior PMs and cross-functional squad of 8 (3 engineering leads, 2 lead data scientists, 2 QA, 1 designer); built hiring process (20+ screens) and mentorship framework

BlueYonder (JDA), Hyderabad — Functional Architect Sept 2018 – July 2020

Led Scrum team translating business problems into functional designs and framing data science solutions for enterprise clients

- Improved forecast accuracy by 9% for Luminate Demand Edge (ML-powered forecasting) through intelligent feature engineering
- Resolved critical product defects by re-engineering Seasonality Extraction logic in time-series; demoed POC in Python and Excel
- Delivered EDA, hypothesis tests, and PRDs for existing and new enterprise clients

Hewlett-Packard Inc, Bentonville, USA — Project Specialist June 2015 – June 2018

- Led GE Healthcare account to #1 Supplier award (FY15/16); remodeled safety stock levels driving 28% reduction in excess inventory and 15% decrease in stock-outs

ENTREPRENEURIAL EXPERIENCE

Baaz — E-commerce Growth Partner (Part-Time) Sept 2024 – Present

Manage end-to-end Amazon and Flipkart operations for 3 consumer brands—advertising, catalog SEO, promotions, inventory, and performance optimization

- Scaled men's wellness brand from ₹4.5L → ₹14L/month (Amazon) and ₹12L → ₹30L/month (Flipkart); reduced ACOS from 135% → 68% on ₹17L monthly ad spend
- Launched journal brand from zero → ₹4L/month, owning catalog setup, A+ content, SEO, Amazon Ads, and FBA inventory
- Optimized Shark Tank–featured supplements brand: cut ad spend by 70% while maintaining revenue through restructured campaigns

MentorMind — Data Science Industry Mentor Mar 2022 – Mar 2023

- Conducted weekly seminars on AI/ML, Statistics, and career progression for students transitioning to professional fields
- counseled students on industry skills, project selection, and communication development

EDUCATION

PGP in Data Science and AI — International School of Engineering (UpGrad) 2019 – 2021

Recipient of MiTH Scholarship for Forecasting project

M.S. Industrial Engineering — University of Arkansas, USA 2012 – 2015

Full Academic Scholarship and Graduate Assistantship

B.Tech Mechatronics — MGIT, Hyderabad 2008 – 2012

SKILLS

Product Leadership: Roadmapping, cross-functional alignment, stakeholder management, discovery, GTM, team building

E-commerce: Amazon/Flipkart operations, PPC strategy, catalog SEO, marketplace growth, SP-API

AI & Technical: Prompt engineering, Claude/ChatGPT workflows, SQL, Python, data pipeline design, ML model evaluation, API integration

Product Tools: Figma, JIRA, Amplitude, Looker, Tableau, Excel

Execution: UI/UX, prototyping, requirement writing, solution design, experimentation, release planning

CERTIFICATIONS & LEADERSHIP

APICS CPIM — Certified in Production and Inventory Management (2019)

University of Arkansas — Graduate Teaching Assistant; taught Regression, ANOVA, Probability, Hypothesis Testing (2012–2014)