

# Anuj Goyal

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## Summary

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Product Manager with 7 years building AI and data products at Restaurant Brands International. I take products from initial concept to full-scale deployment, most recently an AI assistant that delivered \$3.5M in annual value and identified \$20M+ in new opportunities across 15,000+ restaurants. Currently leading AI Enablement, where I'm building tools that let non-technical teams access data and insights through natural language. I work best when I'm close to users, turning field insights and quick prototypes into products that get used and drive measurable results.

## Professional Experience

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### Restaurant Brands International Miami, FL

#### *Sr. Product Manager*

*March 2025 – Present*

Pitched the foundation of the AI Enablement team at RBI, first PM on the team. Created a charter to incubate AI/ML/Automation solutions to increase corporate and restaurant productivity.

- Building a self-service data platform for corporate finance by allowing users to access financial datasets through natural language, empowering non-technical financial analysts to leverage the power of SQL without having to learn it.
- Building an anomaly detection system for P&L and Balance Sheet to flag MoM, QoQ, and YoY variances down to the general ledger level, **reducing manual review time by 75%** and increasing transparency throughout the business.
- Leading a team of 4 engineers in developing restaurant and customer facing solutions to increase productivity, democratize access to data, drive franchise profitability, and increase guest satisfaction.

#### *Product Manager II*

*July 2023 – March 2025*

Launched an AI-powered issue detection assistant, integrating human-in-the-loop approval flows for safety and transparency. Delivered **\$3.5M** in annual impact and surfaced **\$20M+** in opportunities.

- Led a team of 4 engineers and 1 designer to build and scale the system from pilot to full deployment.
- Managed stakeholders including Operations and General Managers, coordinating efforts across a 33-restaurant pilot and scaling to **1,500+ restaurants**.
- Implemented one-click resolution and automated notifications, achieving **38% franchisee engagement**.
- Created a Wizard of Oz POC using web scraping and SQL, demonstrating a \$20k increase in sales for 1 restaurant.

Applied prompt design and fine-tuned GPT-4o mini to build a classification model with **95%** time savings and uncovered **\$800k** in misclassified revenue.

- Unblocked international expansion of the royalty collection program, increasing revenue visibility across multiple markets.
- Developed and deployed the model within 1 week, garnering support and approval from VPs in International Markets.

#### *Product Manager I*

*September 2022 – July 2023*

Developed and launched an ML-driven production management system (0->1), **improving forecasting accuracy by 12%** and **reducing stockouts to 0%**.

- Led a team of 5 (designer, engineers, data scientists) to build the system from pilot to full deployment.
- Ensured 100% adoption by conducting targeted onboarding and training with restaurant team members.
- Transformed field insights into a strategic product roadmap, securing buy-in from VPs in Tech, Digital, and Operations.

#### *Finance, Operations, and Data Analyst*

*August 2018 – September 2022*

Automated franchise billing with real-time dashboards, reducing data latency by 80% and enhancing transparency.

## Education

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### University of Miami, Herbert Business School

Bachelor of Science in Finance and Economics, GPA: 3.89/4.00