

Saira Bhanu Shaik

Product Manager | AI SaaS & ONDC Expert

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Professional Summary

Product Manager with 3+ years of experience in AI SaaS products and ONDC (Open Network for Digital Commerce). Specialized in enterprise client onboarding, grievance redressal, settlement protocols, and digital commerce compliance. Proven record of launching AI conversational agents and ONDC-compliant buyer, seller, logistics, and financial nodes, enabling scalable business operations across India. Skilled in leading multiple enterprise client onboardings in parallel, driving GTM strategy, and ensuring regulatory alignment with measurable business impact.

Professional Experience

Adya AI (Remote)

Associate Product Manager | Apr 2023 – Present

ONDC Product Management & Client Onboarding

- Drove onboarding and certification of **6 enterprise clients** as ONDC Network Participants:
 - **HUL** – Integrated *Issue & Grievance Management (IGM)* and *Reconciliation & Settlement Protocol (RSP)*.
 - **Zionmart** – Enabled Buyer & Seller NP apps with ONDC-compliant retail flows, inventory sync, and order management.
 - **Indispeed** – Deployed Logistics NP for fulfilment, delivery tracking, and SLA monitoring.
 - **Follow G** – Built Seller NP (Marketplace Node) with catalog and order APIs.
 - **Techbzar** – Delivered Seller NP (Inventory Node) for inventory publishing and lifecycle management.
 - **PayNearby** – Integrated IGM & RSP modules ensuring dispute resolution and settlement compliance.
 - **Sahaj** – Onboarded Buyer NP app for discovery, ordering, and grievance handling.

- Defined retail order flows, fulfilment workflows, grievance escalation paths, and reconciliation processes.
- Established **SLA monitoring and audit trails**, reducing grievance resolution time by **25%**.
- Authored **API validation suites, certification checklists, and UAT scripts**, ensuring **100% compliance**.
- Successfully enabled all clients to go live on the ONDC network, now **processing thousands of daily orders seamlessly**.

AI SaaS Product Management

- Launched **AI Voice Agent** → improved automation containment by **20%**.
- Architected **AI Data Analyst Agent** → reduced reporting turnaround by **50%**.
- Designed **AI Research Agent** → boosted accuracy and traceability by **30%**.
- Orchestrated **Healthcare Virtual Agent** → improved consultation throughput by **18%**.
- Deployed **CX Automation Agent** → reduced human support tickets by **30%**.
- Rolled out **Enterprise Knowledge Agent** → improved retrieval accuracy by **25%**.

Go-To-Market & Product Marketing

- Defined **GTM strategy and positioning** for AI product launches.
- Partnered with sales/marketing for **client demos, pitches, and launch campaigns**.
- Conducted **workshops and adoption sessions**, ensuring pilot-to-production success.

Eunimart, Hyderabad

Software QA Intern | Aug 2022 – Apr 2023

- Tested ONDC retail & logistics platforms for **order flows, returns, and settlement compliance**.
- Built **regression & UAT test suites**, improving defect detection by **35%**.
- Reduced reconciliation exceptions by **20%** in go-live releases.
- **Awarded Intern of the Month** for quality deliverables.

Skills

Product Management & Strategy – Roadmapping, Agile/Scrum, GTM, Stakeholder Alignment

ONDC Expertise – Buyer & Seller NP, Logistics NP, IGM, RSP, Compliance
AI SaaS Products – Conversational Agents, Analytics Agents, Healthcare Virtual Agents, Enterprise Knowledge Agents
Technical & QA – Selenium, JMeter, SQL, API Validation, UAT Design
UX & Research – Wireframing (Figma), Prototyping, Usability Testing, User Research
Analytics & Tools – Jira, Google Sheets, Excel, Git, Postman

Education

B.Tech, Electronics & Communication Engineering (80%)

PACE Institute of Technology and Sciences | 2019 – 2023

Certifications

- Product Management with Generative AI – Physics Wallah (2025)
- Selenium Certification – Udemy (2023)

Leadership & Highlights

- **ONDC Domain Expert:** Onboarded 6 enterprise clients (HUL, PayNearby, Zionmart, Sahaj, Techbzar, Indispeed, Follow G).
- **Cross-Functional Leader:** Directed product delivery across engineering, QA, design, and client stakeholders.
- **Product Evangelist:** Led GTM workshops, product demos, and enterprise launches.
- **Recognition:** *Intern of the Month* (Eunimart, 2022).
- **Languages:** English, Hindi, Telugu.
- **Vision:** Bridging ONDC digital commerce with AI SaaS innovation — driving enterprise adoption and scalability across industries.