

SUMMARY

Data-driven Product Manager with 6+ years of experience in AI strategy, revenue growth, and product monetization. Proven ability to develop and execute pricing strategies, optimize subscription models, and drive revenue through experimentation, A/B testing, and data-driven insights. Strong collaboration with engineering, design, and marketing to implement high-impact revenue features

EDUCATION

W. P. Carey School of Business at Arizona State University	May'25
Master of Science, Business Analytics	Tempe, AZ
SRM University	May'15
Bachelor of Technology, Software Engineering	Chennai, India

PROFESSIONAL EXPERIENCE

Product Manager	Oct'24 - Present
SeeMe	

- Designed pricing strategies for AI-powered personalization features, increasing revenue by 15%
- Led monetization experiments, optimizing freemium to premium conversion, resulting in a 30% increase in paid users
- Developed A/B tests on pricing models, refining revenue optimization strategies
- Built SQL-based revenue dashboards, improving data-driven decision-making on pricing and customer lifetime value
- Partnered with growth and marketing teams to drive acquisition and retention through revenue-focused experiments

Founder & CEO	Jul'21 – Aug'23
BluePandaJobs	

- Built a B2B hiring platform that streamlined recruitment for enterprise clients
- Conducted market research and competitive analysis to optimize product positioning and growth strategies
- Strategically improved processes to place 182 candidates in suitable jobs, enhancing client and candidate satisfaction

SDET	Mar'20 -Jun' 21
Mitrtech	

- Managed compliance and risk management software for clients including BlackRock, Shell, and Electronic Arts
- Enhanced product quality and improved delivery time by 25% through data-driven optimizations
- Led strategic initiatives to streamline processes, ensuring higher product efficiency and adoption
- Developed data-driven automation frameworks, reducing manual testing efforts by 90%

Consultant	Jan'16 – Feb'20
Deloitte USI Consulting	

- Delivered technical consulting in design, integration, testing, training, and analytics across multiple sectors, including Healthcare , Banking, and Governance
- Delivered data-driven consulting solutions for clients, including Medicaid Enterprise Systems, Eli Lilly, ING, and J&J
- Developed ETL pipelines & automated dashboards, improving data insights by 80%
- Developed automated analytics dashboards, reducing data processing time by 80% and improving analytics efficiency
- Led workshops with clients to implement data-driven strategies, increasing stakeholder engagement
- Developed solutions that helped ING Australia gain AU \$295 million and 163,000 new customers
- Designed automation frameworks, improving efficiency and reducing manual effort by 90%

PROJECT EXPERIENCE

Energy Price Forecasting| New Grid Consulting

- Developed a time series model for real-time short-term energy price forecasting in the ERCOT market using Python and ML
- Applied statistical techniques and data modeling to improve prediction accuracy and market insights
- Applied AI-powered anomaly detection to identify market price fluctuations, improving forecasting accuracy by 30%

SKILLS & ACTIVITIES

- Languages:** Python, C#, .NET Framework 4.5, Java, C++
- Product Management:** Agile, Sprint Planning, Growth Metrics, A/B Testing, Freemium Strategy, GTM Planning, Cohort Analysis
- Machine Learning:** Scikit-Learn, TensorFlow, XGBoost, NLP, Time Series Forecasting, LLMs, Generative AI
- Database & Tools:** SQL, Tableau, JIRA, Figma, Talend, Data Visualization
- Relevant Courses:** Data Analytics, Machine Learning, Natural Language Processing, Data Structures, DBMS
- Certification:** Introduction to Python (2024)
- Awarded 4 Spot and 1 Applause awards for exceptional performance during my term in Deloitte
- Recognized as a Star Performer for outstanding contribution in AstraZeneca