AT

AYUSH TIWARI

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Personal Summary

Product-driven professional with **3+ years** of experience leading **0→1** journeys in fintech (Vance Inc.) and edtech (Exampeer), across GTM, user research, and cross-functional execution. Drove a **30% engagement lift** and **20% lead conversion** boost through UX and onboarding revamps. Recent product work was recognized by the team at **Truecaller** for its strategic depth and user-first thinking.

Experience

Product Space | Bengaluru, India
Product Management Fellow
06/2025 - Current

- cohort-based PM fellowship focused on 0→1 execution.
- Led 2 product sprints (B2C & SaaS) from research to GTM; one solution earned recognition from Truecaller's product team for strategy and execution, influencing internal thinking and driving **30%+ engagement lift.**
- Increased **feature adoption by 35%** in a capstone project by optimizing onboarding flow and activation triggers.

Vance Inc. | Mumbai, India
Product Strategy & GTM
01/2022 - 04/2022

- **Led 0→1** B2B sales pipeline by identifying high-conversion segments and informing product-market fit.
- **Drove 20% increase** in lead conversion and **15% faster onboarding** via GTM experiments and user funnel analysis.

WebMobi | Bengaluru
Assistant Product Manager
07/2021 - 10/2021

- Boosted **customer engagement by 30%** through landing page optimization and friction-point removal via user journey mapping.
- Defined and **executed GTM** for new features with engineering and marketing, using user research to drive adoption strategy.
- Improved **dev cycle efficiency by 15%** by eliminating process bottlenecks and streamlining cross-team coordination.

Exampeer | Bhopal, India
Business Development Executive
06/2019 - 06/2021

- Led market and competitor analysis across 10+ players and 3 key user cohorts, improving positioning clarity and boosting demo-to-signup **conversion by 25%.**
- Built user feedback loop that surfaced key friction points, leading to 3+ UX improvements and a **20% boost** in user task completion.
- Increased lead **conversion by 20%** by mapping sales outreach to user pain points uncovered through research and persona analysis.

Education

University Institute of Technology, RGPV (Autonomous)
B.Tech (Hons.) in Electronics & Communication Engineering
01/2022

Certifications And Courses

- Aha! Product Management Professional Certificate
- Atlassian Agile Project Management Professional Certificate
- Microsoft Azure AI Essentials Professional Certificate