

CAREER SUMMARY

- **Product leader with 12 years** across sports gaming, cloud-security SaaS, financial analytics and insurance, combining business strategy, data analytics and problem solving, and technology implementation
- Managed product, engineering and QA teams; delivered cross-functionally in India, the US and Australia
- Engaged directly with **C-suite leaders at three startups**, and with external clients on pilots, proposals, RFP responses and a freelance consulting engagement

PROFESSIONAL EXPERIENCE**12 Years 00 Months****Head of Product (PlayCKC Interactive Pvt Ltd / Fanoz)****Oct 2024 – Mar 2026****Strategy and Business Model**

- Led a **12-member** product, engineering and QA team that took a real-money gaming platform from scratch to **310K** registered users and **12K** peak DAU
- Restructured contest economics, replacing prize pooling, where payouts depended on participant numbers and entry fees, with subscriptions and one-card entry for payout control and more predictable revenue, contributing to **150%+** total revenue growth in six months
- Drove the **free-to-play shift** after India's August 2025 real-money gaming ban, adding rewarded ads and streak rewards
- Designed the proposed solution for a **Cricket West Indies RFP response**, scoping features, user flows and integration needs for a white-label ticketing and fan-engagement app as Fanoz explored B2B
- Developed a two-year differentiation plan with the founders before joining full-time; prioritized elements informed the investor pitch that helped secure the **initial funding round**

Growth, Cost and Technology

- Pitched the platform and AI roadmap to Google Cloud's AI-startup team, securing **\$250K** in credits for a year of infrastructure; chose sports-data, verification, SMS and chat vendors to protect margins
- Co-built and tested an **LLM-based workflow** to generate Quiz and Predict questions (in testing at exit)
- Increased total plays by **40%** in about four months and win rates by **25%**, a deliberate retention lever, via in-match features
- Increased DAU by **80%** by integrating streaming and match-scoring platforms via a latency-tiered sports-data strategy
- Grew user acquisition by **15%** with a two-sided referral programme that rewarded both the referrer and the referred user with game cards
- Automated a manual KYC and tax-compliance process through third-party integrations applying government regulatory rules, saving **150+ person-hours** and lowering related support queries

Product Manager (Trend Micro / acquired Cloud Conformity)**Oct 2018 – Jan 2023****Integration and Delivery Leadership**

- Led a seven-member team in a 17-person US–Australia **post-acquisition integration**, merging Conformity's website, support and docs into the fixed-date Cloud One launch; with requirements over capacity and designs late, negotiated MVP scope with Marketing and delivered on time
- Cut resolution time **30–40%**, lifted CSAT **20%** and saved **500+** person-hours a year via security-vetted Salesforce and Freshdesk integrations with Jira, favouring in-house over Zapier for sensitive data
- Achieved **2x** release velocity and **50+** new security rules a quarter by mapping components to change tickets, adding sprint progress reports and aligning Engineering, QA, Customer Success and management

Data and Analytics

- Implemented AWS BI infrastructure across five product teams in 15 months, moving analytics off production to a replicated, anonymized database to address slowdown and data-exposure risks; chose a serverless design over a data warehouse, forecast at **50%** lower cost on data and query volumes

- Reduced processing time by **25%** and informed decisions that lifted feature adoption by **15%** through QuickSight dashboards, used to decide which security rules to keep or retire
- Defined the **compliance score**, the headline security metric, and won stakeholder agreement on an unweighted formula that reflects customer risk over system-flagged severity
- Created an automated, SQL-based customer-success KPI system (retention, NPS, account health) whose insights guided strategies that improved retention by **15%**

Customer Experience

- Shipped a customer-facing Jira channel that auto-created detailed tickets in customers' own Jira projects when the scanner flagged a risk; adopters had **~30%** lower resolution time than non-adopters
- Improved onboarding completion by **22%** and shortened time-to-value by **30%**, redesigning the flow with the UX team using Pendo drop-off data and user research
- Reduced support volume by **30%** and grew self-help usage by **25%** by writing the product's technical documentation from scratch and migrating it to a CMS

Senior Product Specialist (Trefis)

Jun 2014 – Oct 2018

- Translated the needs of equity-research clients such as Bernstein and Berenberg into **10+** enhancements through requirements sessions, solution demos and pilots; pilot conversions contributed to **\$500K in new business**
- Shipped a self-service model-management console for clients, cutting errors by **40%** and freeing **50 person-hours** a month
- Headed India product operations, directly managing, hiring and training a **seven-member** team
- Established requirements, testing and documentation frameworks, raising on-time delivery by **12%** and development velocity by **25%**

Manager, Policy Servicing (Kotak Life Insurance)

May 2012 – May 2014

- Reconciled the company's suspense account and released funds to clients, lowering interest liabilities by **INR 5 million** and mitigating regulatory penalty risk

CONSULTING PROJECT: PANDEUX.COM

Nov 2025 – Mar 2026

- Turned a non-technical US client's home-chef marketplace concept into a **business workflow and product blueprint**, researching food-safety rules and competitors for a compliant, low-cost strategy
- Drove build-versus-buy decisions, favouring third-party integrations to keep costs low; produced the user flows, wireframes and user stories for a ready-to-build spec; **live since Jun 2026**

EDUCATION

IPMX (One-Year MBA), IIM Lucknow	2026 – 2027
PGDM, Finance, Chetana's Institute of Management & Research	2012
B.E., Mechanical Engineering, PES Institute of Technology	2009

ADDITIONAL QUALIFICATION

- **MS in Data Science** (online), Liverpool John Moores University, **2022**

CORE SKILLS

- **Delivery:** stakeholder management; scope and timelines; customer experience; presentations; Agile, SDLC
- **Data analytics:** SQL; Python (Pandas, NumPy); Power BI; QuickSight; Mixpanel; Pendo; visualization
- **Cloud and tools:** AWS (Glue, S3, Athena, SageMaker); GCP; Salesforce; Jira; Freshdesk; HubSpot
- **AI:** GenAI (Claude, ChatGPT) for roadmaps, vendor shortlists and specs; agentic coding (Claude Code, Codex)

EXTRA-CURRICULAR & ENTREPRENEURSHIP

- **Co-founder, Aaloo.in** (Feb 2011 – Apr 2012): ran an online grocery startup in Mumbai