

EDUCATION

Indian School of Business | GMAT – 760/800 (Top 1%)

Apr. '19 – Apr. '20

Post Graduate Programme in Management (Majors: IT Management & Marketing)

- **Winner (1/25 teams):** Accenture Technology Consulting Case Study Challenge- “A day in the life of a Technology Consultant”.

International Institute of Information Technology, Hyderabad | AIEEE AIR - 2176 (Top 0.002%)

Aug. '09 – May '13

B. Tech in Electronics and Communication Engineering

- **Developed a low-cost Wireless Network of Sensors** to collect live Agricultural data and send automated SMS alerts to the farmer
- **CBSE and Sarvottam scholarship for 4 years** of undergraduate studies (2009 – 2013) awarded to top 5000 AIR (**Top 0.005%**).

AI / AGENTIC AI

Indian Institute of Technology, Madras | IITM Pravartak Technologies Foundation

Sept '25 – May '26

Professional Certificate Program in Agentic AI and Applications

- **AI Support Resolution Agent** (public repo: github.com/ak13490/ai-support-resolution-agent) — production-shaped e-commerce support agent built solo across **9 incremental phases** — baseline → LLM → RAG → tool use → memory → adaptive policy → deployment → evaluation — each phase resolving a concrete limitation the previous one exposed
- **Assessor verdict:** “complete, organized, reproducible, and includes meaningful failure analysis”

WORK EXPERIENCE

Head Digital Works, Hyderabad (Real Money Gaming) | Lead Product Manager

June '23 – June '26

Led player-lifecycle product for A23 Rummy — owning the player journey from first deposit through month 4 — while managing a team of two PMs; **after India's RMG ban, one of three product managers retained to build the company's 0→1 pivot** into a new regulated industry.

- Player lifecycle strategy: Frequency-led retention (self-initiated, exec-mandated)
 - **Independently surfaced an unowned churn window** — every monthly cohort lost 60–66% of players in month one and kept eroding through month four — modeled it into a **Rs 98L/month incremental revenue strategy** (10% lift on months 1–4 player revenue) and secured a 6–9 month executive mandate to own the full window
 - **Led cross-functional cohorting of 1.3L+ monthly conversions**, translating unsupervised behavioral segmentation into P0–P4 cohorts ranked by projected uplift; assigned each cohort a distinct objective, north-star metric, and behavioral hypothesis
 - **Architected cohort-specific experiment blueprints** with control–target measurement across engagement levers (missions, segmented leaderboards, matchmaking); proved play frequency outperformed intensity, driving streaks into A23's roadmap
- New-player growth: Early-VIP identification and engagement
 - **Grew D30 revenue/player 25%, net revenue 14%, and High-Value Players 30% per cohort** by conceptualizing and leading lifecycle experiments (milestone purchase bonuses, short-cycle leaderboards) on identified high-potential users
 - **Commissioned the VIP-propensity ML model** from the in-house analytics team — defining the business objective and success metrics it was built against — and **closed its day-zero blind spot** (the model needed 3 days of gameplay data) by researching, negotiating, and integrating external payment intelligence
 - **Added 2% D30 retention** through a parallel new-player journey redesign
- Engagement-optimized matchmaking (EOMM)
 - Conceived and evangelized the shift from random FIFO matchmaking to recovery queues for players on losing streaks — **+4 pts D7 retention (41.7% → 45.4%) and +4% first-week rake/player** at 100% rollout; designed recovery-% (win-to-wager) clustering as the next phase after proving win% masked true churn risk
- Monetization and engagement experiments
 - **Unlocked Rs 1.2 Cr/month in incremental revenue** by benchmarking competitor rake structures and running pricing experiments on the points-rummy service fee
 - **Conceived Rematch Request**, capturing peak competitive intent at game end — **+5% games/player/day** with zero cannibalization of existing re-entry flows
 - **Retained 2.5% more withdrawal value on-platform** via game-end UX redesign, cutting GST pressure by 0.7 pts
 - **Grew push-notification reachability 16%** via opt-in nudges at high-intent touchpoints
- Post-ban response: New revenue lines
 - **Stood up an ad-monetization line from zero** after the overnight RMG ban — integrating Google AdMob and InMobi to **\$400/day**
 - **Drove discovery for the new business line pivot** — end-user interviews plus benchmarking of category leaders repositioned the product from selling-first to education-first, unlike every incumbent
 - **Owned the MVP roadmap and user flows** — sequenced 4 milestones by business direction (B2B first), front-loading work needing no partner integrations; approved by leadership including the CEO; 3–4-month build underway at shutdown

Interview Kickstart, Remote (EdTech) | Product Manager

Dec '21 – March '23

Drove multiple projects and developed strategic roadmaps for the EdTech platform, collaborating with stakeholders across different functional areas to implement growth initiatives and drive impactful results

- Payment methods
 - Generated a recurring revenue of \$170K / month and lift of 16% in sales by researching and integrating with a BNPL provider for USA
 - Conceptualized, enabled stakeholder buy-in and implemented “0% APR FlexiPay” model in a down market adding 20 sales / month
- Sales funnel optimization
 - Generated a lift of 43% in critical onboarding step leading to a lift of 20% in sales by enhancing UX at the bottom of the funnel
 - Increased sales webinar attendance by 25% by automating calendar reminders to leads leading to increase in sales down the funnel
- Internationalization
 - Collaborated with Ops, Sales and Finance teams to internationalize LMS platform & enabling India sales adding \$375K / month
 - Doubled daily sales volume in India by researching and integrating different payment methods based on customer feedback
- Referrals
 - Collaborated with sales and marketing teams to take referrals 0 to 1 and generating a lift of 3% sales / month

Viacom18 Private Limited, Mumbai (Media - OTT) | Product Manager

May '20 – Nov '21

Acted as a liaison between business, IT, and UX teams to refine the product based on customer research and competitive benchmarking, while prioritizing and driving projects to successful completion

- FireTV
 - Generated recurring revenue of \$182K and a 32% lift in subscribers by implementing one-click payment via Amazon IAP
 - Implemented one-click login which generated a 43% lift in logged in users, ~50% lift in subs and ~30% lift in video views.
 - Generated a 10% lift in visitor to viewer conversion by enhancing UX on the home page
- AndroidTV, LG and Samsung TVs
 - Implemented one-click login which generated a 50% lift in logged in users
 - Managed the release of Voot on WebOS resulting in a rise of 30% TSV on LG TVs
 - Managed the release of Voot on SamsungTizen OS resulting in 50% lift in daily visitor to viewer conversion

Narayana Learning Private Limited, Bangalore (EdTech) | Technical Leader

July '18 – Jan. '19

Led a 5-member team to onboard 1M+ users by owning software development life cycle for Narayana’s EdTech platform

- Generated \$ 13M+ by developing and launching a bundle of 2 different mobile applications
 - A parent-teacher communication application that removed inefficiencies of existing paper-based diaries as communication channel
 - An e-learning application for Narayana’s 300K+ student base that enabled students to continue learning even outside classrooms
- Spearheaded development of video ingestion module to encode, encrypt and store lecture videos enabling e-learning for 300K+ students
- Enhanced customer engagement (Average Watch Time) by 20% by tailoring the content of e-learning platform to the target segment
- Increased customer retention (Daily Active Users) by 30% by ideating and implementing features as per customer feedback

FastFilmz Media India Private Limited, Bangalore (Media – OTT) | Senior Software Engineer

July '16 – March '18

Led teams to develop movie streaming mobile applications that achieved 100x growth in 1.5 years under direct leadership of CTO

- Generated revenues of \$ 350K+ by launching applications which garnered 1.5M+ downloads with 50K+ monthly subscribers
- Automated video ingestion process using AWS to encode, encrypt and deliver the content of over 1800 hours to the mobile applications
- Increased user engagement by 30% by convincing the CTO to redesign the application leading to better user experience

Tarams Technologies Private Limited, Bangalore (IT Service) | Senior Software Developer

July '13 – May '16

Developed mobile applications for clients across different sectors such as healthcare, news, cricket etc. resulting in \$ 10M+ revenue

- Developed an iOS application which uses an advanced statistical model to determine modified score targets for official cricket matches (organized by the county of Wales) that are interrupted by weather conditions
- Made modifications to the mobile application of The Hindu, one of India’s largest print newspapers, that helped reduce the loading time of articles by 25% thereby increasing user retention by 5%

EXTRACURRICULAR ACTIVITIES, INITIATIVES, AND OTHER INTERESTS

- City-level operations coordinator for Bhumi’s Kanini computer-literacy program — oversaw 6 centers serving 122 underprivileged children/year and taught 30 students weekly (85% passed the term-end NIIT exam with 75%+)
- Organizing committee, Robocamp 2011 — IIIT Hyderabad’s annual robotics workshop with participants from across India