VIKAS TIWARI

SUMMARY

Strategic and execution-focused **Product Manager** with over 8 years of experience driving growth and efficiency in **SaaS & AI products** across enterprise and scale-up environments. Drove the launch of AI-driven capabilities adopted by 80% of users in the first month, reduced onboarding time by 75%, and generated £150K ARR while decreasing churn by 15%. Skilled in shaping product strategy, pricing and packaging, and GTM planning to strengthen retention, NRR, and expansion revenue. Recognised for leading cross-functional teams, mentoring emerging PMs, and establishing scalable delivery frameworks that elevate product quality, velocity, and customer outcomes.

EXPERIENCE

Product Manager

HowNow (Al-powered LXP)

June 2022 - October 2025, Mumbai

- **Spearheaded** the launch of an AI-driven Skills Profile by defining product vision and personalisation model; **achieved 80% adoption in month one** and sustained engagement across a **90-day window**.
- **Reduced** client time to value by **75%** (**12 weeks to 3 weeks**) by redesigning onboarding flows, eliminating manual handoffs, and introducing parallel setup checkpoints, accelerating enterprise deployments and activation.
- Expanded the partner ecosystem by bundling third-party content integrations, **generating £150K ARR** and **reducing churn by 15%** through improved content stickiness and partner enablement.
- **Established** a cross-functional 6-to-12-month roadmap process with CS pods and a prioritisation matrix, aligning Sales, Marketing, and Engineering to **achieve 85% on-time delivery** for committed initiatives.
- Led taxonomy cleanup of a 40K+ item dataset using AI embeddings and cosine similarity to standardise labels, automate categorisation, improve discoverability and matching accuracy.
- Standardised product development documentation by integrating AI assessment criteria, multilingual localisation requirements, and accessibility compliance checks into the PRD workflow, elevating quality benchmarks across 25+ feature launches.

Lead Consultant

NDS Global

January 2020 - June 2022, Mumbai

- Led enterprise chatbots for 100K+ users, attaining 90% adoption within 4 months by combining Dialog flow and QnA Maker tuning with targeted change-management campaigns.
- Implemented an onboarding automation system that saved ~\$1.6M annually and Freed ~3 hours per day in workforce capacity.
- Managed full lifecycle of SaaS analytics launches, delivered three weeks ahead of schedule, and boosted adoption by 40% through tailored enablement and training.
- Created cross-team knowledge bases and implementation runbooks, reducing support queries by 35% and improving
 consistency in delivery.

Business Analyst

Selekt

November 2018 - January 2020, Mumbai

- Conceived and launched a cross-marketing and chatbot platform that increased DAU from 1.5K to 4K, sustaining 20% month-over-month growth for five months.
- **Co-ordinated** roadmap prioritisation and **led** beta programmes; **analysed** A/B tests to align feature delivery with North-Star metrics and improve conversion rates.
- **Designed** a visual chatbot builder enabling rapid self-serve deployments for non-technical stakeholders, **converting over 50% of freemium users to paid plans**.

Introduced UPI and wallet payment options, reducing checkout abandonment and improving activation rates across mobile
journeys.

Content Development Editor

Packt Publishing

September 2016 - April 2018, Mumbai

- Led 15 to 20 IT book projects across Python, DevOps, and Cloud; coordinated 50+ authors and maintained a 95% on-time publication rate.
- **Directed** cross-functional editorial and production workflows by aligning project milestones with author deliverables, **ensuring seamless collaboration** between technical reviewers, designers, and marketing teams.
- Established progress dashboards to Track editorial throughput and bottlenecks, reducing delays in peer-review and design stages.
- Streamlined proofreading and copy-editing operations by standardising templates and version control, enhancing consistency and cutting rework cycles by 20%.

SKILLS

Product Skills: Product Sense, Product Strategy, Roadmapping, Prioritisation (RICE, Impact-Effort Matrix), Specs Writing & Documentation (PRD, BRD, FSD), User Research, A/B testing, OKRs & KPI, Product Execution, Agile Methodologies, Go-To-Market

Technical Skills: Generative AI and LLMs, Prompt engineering, AI Evals, Product Analytics, Workflow Automation, REST APIs, Web Accessibility, SQL, Python, LangChain, LangGraph, AWS, GCP, and Azure

Organisation Skills: Project Management, Stakeholder Management, Scrum & Sprint Management, Communication, Cross-Functional Leadership, Negotiation, Risk Management, Mentoring and Coaching

Tools: JIRA, Linear, ClickUp, Notion, Miro, Trello, Whimsical, Excalidraw, MS Office, Figma, Mixpanel, Google Analytics, HubSpot, Salesforce, Confluence, SharePoint, n8n, ChatGPT, Claude, Gemini. Postman, Swagger

CERTIFICATIONS

Al for Product Managers

Xplainerr ⋅ 2025

Data-Driven Product Management

LinkedIn · 2024

UX Foundations: Research

LinkedIn · 2024

EDUCATION

Bachelor of Engineering

University of Mumbai · Mumbai · 8.03 CGPA