

VIKAS TIWARI

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SUMMARY

Experienced Product Manager with **8+ years of experience** across **B2B SaaS** and **Gen AI** enterprise products. Skilled in **product strategy, discovery, UX research, wireframes & prototypes, journey mapping**, and shaping clear problem statements. Strong in **PRD creation, roadmap planning, and cross functional alignment** with design, engineering, QA, marketing, sales, and CS. Strong technical understanding across **RAG, embeddings, vector search, and evals**. Experienced in **onboarding redesign, workflow improvement**, and improving **activation and retention**. Managed a **team of 15** and improved delivery processes through data, experimentation, and fast feedback cycles.

EXPERIENCE

Product Manager

HowNow (AI-powered LXP)

June 2022 - October 2025, Mumbai, India

- Spearheaded the launch of an AI-driven Skills Profile by defining product vision and personalisation model using **RAG and Vector Database**; 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.
- Led user research through interviews, surveys, and workflow observation to uncover friction in onboarding, content discovery, and editor usage.
- Mapped complete user journeys for onboarding and skill building, identified drop offs, and redesigned flows that cut onboarding time and improved activation.
- Standardised product development documentation by integrating AI assessment criteria, user stories, epics & 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, India

- Led enterprise chatbots for **100K+ users**, attaining **90% adoption within 4 months** by combining Dialogflow 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.
- Conducted research on user behaviour using chat log analysis, intent review, and targeted interviews to improve chatbot accuracy and onboarding experience.
- Established processes for sprint planning, release readiness, and delivery excellence, ensuring predictable execution and higher stakeholder confidence.
- Created journey maps for key processes, refined interaction flows with wireframes & flowchart, and improved adoption and task completion across enterprise automation use cases.

Business Analyst

Selekt

November 2018 - January 2020, Mumbai, India

- **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 with prototypes, enabling rapid self-serve deployments for non-technical stakeholders, **converting over 50% of freemium users to paid plans**.
- **Designing, building, and deploying digital agents** and process automation use cases using Chatgen, a flagship product for cross platform lead generation.
- **Implemented structured quality assurance cycles** to validate and **fine-tune chatbot flows within WIT.ai and Dialogflow**, driving improvements in conversational agent performance through comprehensive data analysis.

Content Development Editor

Packt Publishing

September 2016 - April 2018, Mumbai, India

- **Led 15 to 20 IT book projects** across **Python, AI/ML, 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, UX Research & Mapping, Requirements Gathering, Prioritisation (RICE, Impact-Effort Matrix), Specs Writing & Documentation (PRD), User Research, A/B testing, OKRs & KPI, Product Execution, Agile Methodologies, Go-To-Market, and Customer Interviews

Technical & AI Skills: Generative AI and LLMs, Prompt Engineering, AI Eval, RAG, MCP, Product Analytics, Workflow Automation, REST APIs, Web Accessibility, SQL, Python, LangChain, LangGraph, AWS, GCP, and Azure

Org 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

EDUCATION

Bachelor of Engineering

University of Mumbai • 2016 • 8.03 CGPA