

# VIKAS TIWARI

📍 Mumbai, India ✉ vikast908@gmail.com ☎ +91-8082186623 🌐 vikast908

## 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%**.

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## 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 Evals, 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

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## EDUCATION

### Bachelor of Engineering

University of Mumbai • 2016 • 8.03 CGPA