

VIKAS TIWARI

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Summary

Strategic Product Manager with 8+ years delivering B2B SaaS and AI-driven enterprise solutions. Scaled products to 500K+ users, accelerated onboarding and time to value, and strengthened retention with measurable impact on ARR and churn. Skilled in product sense, strategy, prioritization, generative AI integration, data-informed decision making, and cross-functional collaboration; motivated to spearhead initiatives that transform customer outcomes.

Experience

HowNow (AI-powered LXP Platform)

Mumbai, India

Product Manager

June 2022 – October 2025

- Spearheaded the launch of an AI-driven Skills Profile by defining product vision and personalization model; achieved 80% adoption in month one and sustained active 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 cutting 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 prioritization 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 standardize labels, automate categorization, and improve discoverability and matching accuracy.
- Standardized product development documentation by integrating AI assessment criteria, multilingual localization requirements, and accessibility compliance checks into the PRD workflow, consistently elevating quality benchmarks across 25+ feature launches.

NDS Global

Mumbai, India

Lead Consultant

January 2020 - June 2022

- Led enterprise chatbots for 100K+ users, attaining 90% adoption within 4 months by combining Dialogflow and QnA 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; soared adoption with tailored training to drive a 40% usage spike.
- Created cross-team knowledge bases and implementation runbooks that reduced support queries by 35%.

Selekt

Mumbai, India

Business Analyst

November 2018 - January 2020

- 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.
- Coordinated roadmap prioritization and led beta programs; analyzed A/B tests to align features with North Star metrics.
- Designed a visual chatbot builder to enable rapid self-serve deployments for non-technical stakeholders that converted more than 50% users from freemium to paid plans.

EKA Enterprise

Mumbai, India

Business Analyst

April 2018 - November 2018

- Partnered with the founder to streamline website onboarding flows and reduced new-customer setup time by ~30%.

Packt Publishing

Mumbai, India

Content Development Editor

September 2016 - April 2018

- Led 15 to 20 IT book projects across Python, DevOps, and Cloud; coordinated 50+ authors and maintained a 95% on-time publication rate.

Skills

Product: Product sense; Strategy and roadmap; Prioritisation (RICE, WSJF); Discovery and user research; Human-centred design; Spec writing (PRDs); Experimentation and A/B testing; Metrics (North Star, OKRs, KPIs); Data-driven decision making.

Technical and AI: Generative AI and LLMs; Prompt engineering; Retrieval/RAG and embeddings; AI evaluations (offline and online); Safety and guardrails; API design and documentation; Web accessibility; Product analytics fundamentals.

Tools: Jira; ClickUp; Linear; Notion; Figma; Postman; Mixpanel; n8n; GitHub; ChatGPT; Claude; Gemini; Lovable or Bolt, Excalidraw or Whimsical

Soft skills: Stakeholder management; Executive communication and storytelling; Cross-functional leadership; Collaboration; Negotiation; Risk management; Mentoring and coaching.

Certifications

AI for Product Managers - Xplainerr (Certificate) • 2025

Data-Driven Product Management - LinkedIn • 2024

UX Foundations: Research - LinkedIn • 2024

Education

Bachelor of Engineering

University of Mumbai, 2016 | 8.03 GPA