Aarat Bhatnagar

Bengaluru | India

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Data-driven AI Product Manager for 4+ years delivering B2B & B2C products from inception to scale in FinTech, AI and HRTech. Achieved +18% revenue growth in 12 months by launching 4 product lines, led market research, and sales strategies | Ex-Founder

Experience

Joveo AI Technologies Pvt Ltd (AI/HRTech) **Bengaluru**
Product Manager II *April 2024-Present*

○ Launched a **Conversational AI chatbot** for high-volume recruiting that improved ease and volume of applications via personalization
 - **Reduced time to create and deploy a recruiting Chatbot for businesses to an hour** by designing a Conversational AI builder.
 - **Increased revenue to $2M annually in 6 months** by integrating with SmartRecruiters; Enabled 15000+ businesses (0-1 journey)
 - **Achieved a 30% increase in application rates in 2 months** by introducing conversational career sites with personalisation for RPO's
 - **Increased Q&A coverage for B2B clients by 80%** by launching an industry-first **'Knowledge hub'** for omnichannel AI conversations,
 - **Conducted industry thesis on 24 conversational assistants**, that shaped Joveo's future direction by presenting a strategic roadmap
○ Launched a no-code **Content Management System** for recruiters, enabling talent-funnel creation, boosting quality and reducing time to hire
 - **Slashed career site creation time from industry average of 6 months to 1 week** by launching a self-serve no-code CMS
 - **Boosted application conversions by 40%** and reduced employers' marketing spend through improved organic discoverability by integrating Google for Jobs and advanced SEO strategies to optimize CMS for higher-quality candidates and robust conversion rates by
 - **Reduced recruiters' time-to-fill position by 25% and driving a 35% increase in client satisfaction within six months** by launching an array of features such as **commute and map-based search, job cart, media management tools** and other revamps on CMS
 - **RPF win rate increased by 50% by implementing new products: Landing Page, Events and Forms**; covering table stakes of CMS

PayU Payments Pvt Ltd (FinTech) **Bengaluru**
Product Manager I *April 2021-April 2024*

○ Built tools and integrated merchants of PayUBiz, PayUMoney and CitrusPay from all lines of business for scaling revenue and efficiency
 - **Increased 46% GM from upselling opportunities & 30% churn reduction** by architecting a data-driven digital lifecycle management framework; integrated digital onboarding, payment data, and industry insights; evolving to a creating a cross-sell recommendation engine
 - **Guarded against 40L revenue leakages annually; slashed pricing input time by 90% through templates and 60% for custom pricing configurations** by the implementation of a new pricing module for organisation, ensuring compliance and business efficiency
 - **Decreased 6 hours in TAT and and reduced costs by 35% on every data request** by implementing a Merchant Data mart platform on Redshift, a central repository for merchant GMV, product interest, risk approval and cross-sell data for business teams
 - **Reduction of 70% in TAT** by execution of a robust banking operation module to automate tasks for banks, merchants and PayU
 - Envisaged a **Start-ups aggregator platform** for investors and startups, providing key insights of a startup using customer payment data

Associate Product Manager

○ Overhauled the merchant management ecosystem, achieving adoption, streamlining onboarding, and delivering savings for sustained growth
 - **Increased CRM adoption by 67%** by leading the migration of 15K enterprise merchants through tailored onboarding & farming modules
 - **Saved 1.5Cr INR from 3 annual renewals** of CRM via product and engineering interventions for optimisation of storage and licenses
 - **Doubled incentive accuracy** by launching a UTM tagging framework, enhancing campaign effectiveness across initiative for 13 sales team
 - **Increased activation of 4900+ merchants** by devising an Exceptional document approval feature during COVID-19
○ Reduce Return To Origin by 30% by Conceptualizing and building a MVP for a checkout value added service: **Checkout Express**
 - **Product Innovation track's Portfolio Here:** *Checkout Express Demo, Product Innovation Blog*

Education

○ **B.Sc, Data Science and Programming** **Indian Institute of Technology, Madras**
Machine Learning, Data Visualisation, RAG, NLP *May 2023*

○ **B.Tech, Mechatronics, Robotics and Automation** **Manipal Institute of Technology, Manipal**
Production and Operation; Optimization technique; Additive manufacturing tech *May 2020*

Skills

○ **Discovery & Strategy:** Problem Identification & Prioritization, Product Strategy, A/B Testing & Experimentation
○ **Planning & Execution:** OKR & KPI Setting, Roadmap Planning, Product Development & Execution, Agile Methodologies
○ **Growth & Go-to-Market:** Go-to-Market Strategy & Launch, Growth & Adoption Metrics (Mixpanel, GA), Post-Launch Analysis & Iteration
○ **Tools:** JIRAs, Confluence, Figma, CRMs, Postman, Miro, Mixpanel, Google Analytics, SEO, Redshift

Projects

○ **Creating and Managing an Options Algo Strategy: 3 & 4 leg IV based spread order with delta hedging**
 - Developed an advanced multi-leg options algo platform with dynamic strike selection, automated delta hedging, and real-time IV-driven analytics tailored for professional, high-volume quantitative traders *View Detailed Project Here*

○ **Entrepreneurship stint- ASAR Services Pvt Ltd**
 - Launched India's premier water-less car wash service startup in Pune, reducing water usage by 90% and saving over 3,00,000 litres of water annually, earning recognition for sustainability: ASAR Services water-less car wash