

# Aarat Bhatnagar

Bengaluru | India

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Data-driven AI Product Manager for 5+ 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

### HighLevel Pvt Ltd (AI/MarTech)

Bengaluru

#### AI Product Manager- Voice AI

April 2025-Present

- Scaled production Voice AI from pilot to **1.47M+ monthly calls** at 97.7% call containment (share of calls completed end-to-end without human hand-off); **all-time weekly record of 355K; CSAT climbed 53% to 87%** — highest across all HighLevel AI products for Oct-Dec'25
  - Led multi-provider ASR orchestration across voice models and LLMs, increasing tool call accuracy by 40% via system prompt optimization and streaming tuning. Managed a **166% ElevenLabs price hike** by re-routing voice mix and recalibrating product pricing.
  - Built a fully compliant AI outbound calling; **doubled outbound volume** post-launch while unlocking 5x scalable, consent-free growth.
- **FSB role**: Ship working prototypes end-to-end in Cursor and Claude Code — built the Voice Agent configuration redesign, Prompt Copilot UI, and multiple builder flows as interactive prototypes, **compressing .MD PRD working reference from weeks to hours for engineering**
  - Launched a coordinated activation-funnel push: Voice AI FTU (auto-generates a personalized, test-drivable agent via conversation +15% booking utility), a new full-screen Voice Agent Builder, the Prompt Optimizer — driving a +36% activation uplift over baseline.
  - **Scaled activation 5x (8.3K to 41.6K MoM)**; Increased the activated-account **outcome rate from 9.6% to 55.2% in 3 months**
  - Owned a 1,000+ eval harness (Cekura), validate every model and prompt iteration across accuracy, latency, safety, and fidelity before prod.

### Joveo AI Technologies Pvt Ltd (AI/HRTech)

Bengaluru

#### Product Manager II- Conversational AI

April 2024-March 2025

- 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 **under 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)
  - 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
  - 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- Merchant Management

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 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
- 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 (Superset, GA), Post-Launch Analysis & Iteration