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Aakansha Arora

Product Lead

SUMMARY

Technical Product Owner with 12 years managing **enterprise-scale B2B eCommerce** platforms and digital commerce solutions. Expert in **translating business requirements into technical specifications, user stories, and acceptance criteria** while collaborating with engineering teams and enterprise architects. Proven track record delivering backend **system integrations (ERP, CRM, OMS, PIM), API-driven architectures, and platform scalability.** Strong experience bridging India and U.S.-based teams leading 0→1 products initiatives to drive measurable business impact.

KEY ACHIEVEMENTS

- **Scope and 0→1 leadership:** an **AI-powered contents pricing tool** and a **claim verification mobile app**. Owned roadmap and prioritisation across platforms and teams
- **AI impact:** Led AI initiatives such as an **AI-powered contents pricing tool, GenAI chatbot** at Google learning Platform and **AI-powered recruitment platform** for Mantra Technologies.
- **Delivery and alignment:** Aligned business, engineering and operations, across teams, across **10+ concurrent initiatives**. This **cut decision cycles** and **eliminated scope creep**.
- **Adoption:** Validated product-market fit through **co-creation workshops and beta programs**, **raising adoption and ease of use**

PROFESSIONAL EXPERIENCE

Technical Product Owner

Sep '25 - Present

ThoughtFocus (CSI Web/HancockClaims)

Bengaluru

Banking / Insurance

- Drafted end to end product **PRDs, roadmap and prioritization** for Claims Management and Verification across 4 platforms, **defining scope and MVP driven** by business impact and user feedback.
- Led **two 0→1 builds**: an **AI-powered SaaS contents pricing tool** and a **claim verification** mobile app. The Pricing tool recommends the best price, depreciation and tax for claim items and cutting manual work per claim from **36hr to 8 hours cut** whereas the Mobile application helps the User with accurate real-time entry, fewer corrections, no reinspections
- Aligned business, engineering and operations across concurrent initiatives, **cutting decision cycles by 40%** and **eliminating 90% of scope creep** while leading a team of 3 Business analysts
- Validated product market fit through co-creation workshops and beta programs, reshaping the roadmap and **raising adoption by 35%**.
- Improved development efficiency by **25%** with a clear vision, documentation and prioritised backlog, holding **95% quality** and **85% stakeholder satisfaction** through scope trade-offs.

Program Manager

Dec '23 - Aug '24

Google India (Contractual - Pyramid Consulting Inc.)

Bengaluru

SaaS Product (Ed-Tech B2B and D2C)

- Spearheaded **GenAI chatbot adoption program across 200+ facilitators** through training materials and best-practice guides, driving 28% improvement in learner engagement and 40% reduction in support load
- Developed comprehensive PRD and product strategy for **AI-powered conversational assistant**, tracking CSAT/NPS as product OKRs and using insights to drive UX improvements (20% engagement increase)
- Established **product operations framework and SOPs** that boosted vendor efficiency by 40% through systematic AI model monitoring and performance tracking protocols
- Designed **UI/UX workflows for ML-powered personalization features**, collaborating with data science and platform teams to integrate recommendation algorithms
- Managed **MVP iterations** and UAT processes for major releases, balancing competing priorities through strategic product road mapping

Product Owner

Feb '23 - May '23

Mantra Technologies (Start Up)

Hyderabad

SaaS Products (HR-Tech B2B)

- Led **end-to-end product strategy and 0→1 MVP** documentations and PRD for an AI-powered recruitment platform, defining core workflows across sourcing, screening, and onboarding.
- Created and **optimized UI/UX for lead qualification and candidate journeys**, to increase engagement by 15% and improving conversion quality.
- Collaborated cross-functionally with engineering, design, and ops to personalize experiences using **LLM modules and behavioral data.**
- Drove **Agile execution through sprint** planning, backlog grooming, and cross-functional Scrum ceremonies to ensure timely, iterative delivery.
- Supported **go-to-market efforts by developing product marketing assets** functional demos, client decks, and onboarding guides—aligned with sales and customer success teams.

Analyst

Aug '20 - Jan '23

HCL Technologies (Google Connect)

Gurgaon

SaaS Products (GCP B2B)

- Enhanced customer satisfaction by 25% through comprehensive process optimization and **data-driven insights**
- Improved proposal win rate through market research and refined GCP capabilities, **product strategy**
- Drafted **standard operating procedures** for management, streamlining Looker vendor program for faster processing
- Leveraged **Looker** for real-time predictive dashboards while supporting CI/CD and compliance-driven enhancements

Product Consultant

Nov '14 - Jun '20

NNG Import Export (Start Up)

Delhi

E-commerce and Market Place (B2C and D2C)

- Led digital transformation for a **B2B e-commerce platform across international markets**, optimizing SKU lifecycle and placement strategies, resulting in an 18% lift in conversions and a 22% reduction in bounce rate
- Revamped discovery and checkout **UI/UX flows** for D2C SKUs by integrating pricing, lifecycle planning and GTM
- Monitored product performance through **key metrics analysis**, driving experimentation and improvements across CVR, AOV, and engagement

KEY SKILLS

Product Management, Product Strategy, PRD Development, MVP Development, Product Roadmaps, OMS, PIM, UI/UX Design, Customer Journey Mapping, RICE & MoSCoW Prioritisation, Data-driven Decision Making, A/B Testing, KPI Tracking, AI/ML Integration, Agile, Market Analysis, Competitive Analysis, Scrum Values, Definition of Ready, Definition of Done, Dependency Management

TOOLS

Analytics & Data - Mixpanel, Looker, Tableau, Power BI
Design & Prototyping - Figma, Whimsical, Lovable, Cursor, Windsurf, Bolt, Balsamiq, Miro, Draw.io, Lucid Chart, User Experience Design, Wireframing
Project Management - Jira, Kanban, Zoho, Make.com, Azure, GCP

EDUCATION

PG Certification in Product Management

Feb '22 - Feb '23

Duke Corporate Education & upGrad

- **Course Modules**
  - Market Research for B2B 0-1 Product | User Research for a 0-1 Product | Create Artefacts
  - User Design for 1-N Product | Prototyping | MVP + Usability Testing | Product Analytics
  - Growth, Engagement & Monetization | GTM Strategy | Product Planning & Development | Tech 101 for PMS

BA LLB

Aug '10 - May '15

Amity University