

Chaitanya Kasani

ckkasani@gmail.com | 361-228-5963 | [Linkedin](#)

AI Product Manager | AWS & Azure-Based Implementations | AI Workflows | Salesforce Ecosystem

PROFESSIONAL SUMMARY

AI & Platform Product Manager with 9+ years of experience scaling systems from 0 to 1 across fintech, eCommerce, and healthcare. Architected conversational AI products, LLM-integrated workflows, and API-first platforms serving thousands of users. Known for building velocity-driven teams and launching bold product bets, like a behavioral credit engine that boosted user engagement 2.5× and a GenAI chatbot that scaled to 1M+ monthly requests. Systems thinker, Roadmap owner, Execution closer.

Core Skills & Tools

- **AI/ML & NLP:** GenAI workflows · LLM prompt engineering · NLP escalation logic · Voice input UX · Conversational AI systems · Multi-agent orchestration.
- **Systems & Architecture:** Multi-tenant platforms · API gateway integration · OAuth 2.0 · AWS Lambda · Compliance-ready chat infrastructure · Cloud-native architecture.
- **Product Execution:** 0→1 MVP delivery · RICE & MoSCoW prioritization · OKR frameworks · Agile (Scrum/SAFe) · Bi-weekly Releases · A/B testing · Usage heatmaps · MVP definition, Python (basic) · REST APIs · Azure & AWS familiarity · Postman · Hotjar · Google Analytics.
- **Platform & Integration:** Developer portals · API/SDK management · Salesforce · Subscription models · Payment APIs · Tableau · Mixpanel · Amplitude · CMS optimization.
- **Strategy & GTM:** Product roadmaps · GTM execution · Voice-of-customer programs · ROI modeling · Cross-functional alignment (Eng, DS, UX) · Customer research.
- **Certifications:** Certified Scrum Product Owner, Certified PMP, AZ-104(In Progress)

TechGenie.ai | Product Manager (Feb 2025–Present) : Built Genie to reduce internal support volume using GenAI, real-time data, and NLP. We scaled from 0 to 1M+ monthly requests and cut support costs by 25%.

- Led the launch of a GenAI-powered chatbot and smart workflow engine built on AWS and Azure. It now handles over 1 million monthly requests and has automated 40% of our support tickets.
- Actively tracked key metrics like fallback rate, latency, and user activity (MAUs), using the insights to fine-tune the chatbot experience and boost adoption.
- Designed a dynamic escalation system that reacts to user behavior and NLP signals, this helped us cut down average resolution time by 35%.
- Improved first-contact resolution by guiding users through smart decision trees that captured the right data up front and reduced back-and-forth.
- Worked closely with support engineers to categorize root causes, log diagnostics, and build a real-time troubleshooting dashboard that keeps the team ahead of issues.
- Identified 12 AI opportunities, prioritized them using RICE and OKRs, and got the top 5 into production in under 90 days with a smooth bi-weekly sprint cycle.
- Drove alpha-to-GA testing for chatbot features, coordinating QA, fallback logic, and rollout sequencing across internal support teams to achieve 40% automation and 95% pass rate.
- Synthesized user feedback and test metrics into product roadmap updates, influencing sprint reprioritization and driving cross-functional alignment with support and engineering teams.
- Designed and executed A/B tests across NLP flows and GenAI recommendations; used Hotjar and SQL analytics to analyze behavior, reduce dropout rates, and optimize feature rollout.
- Wrote the 12-month AI product strategy for Genie, including user journey mapping, cloud architecture plans (AWS), and a competitive landscape review.

Sentara Healthcare | Product Manager (Sep 2023 – Feb 2025): Designed and delivered enterprise-grade Medicare/Medicaid onboarding solution with geo-based lead routing, Salesforce CRM automation, and ADA-compliant portals and agent efficiency.

- Scaled a Medicare/Medicaid onboarding platform with geo-routing, ADA-compliant portals, and Salesforce CRM automation, used by 5K+ internal agents and field reps.
- Implemented OKR-driven support dashboards and status reporting to track recurring issues, downtime, and SLA breaches.
- Introduced Jira Ops playbooks and OKR-driven workflows for 4 agile squads, improving roadmap transparency and cross-team accountability.
- Spearheaded cross-functional feature releases involving Engineering, Marketing, Compliance, and Partner Success, delivered on deadline with full signoff.

Shutterfly | Product Manager (Aug 2022 –Sep 2023): Executed a modular eCommerce engine for photo fulfillment, blending automation, personalization, and incentive logic across K-12 workflows.

- Delivered a photo print automation system connecting lab logistics, shipping APIs, and eCommerce fulfillment drove a 40% revenue lift across K–12 photography workflows.
- Led Agile ceremonies, owned product roadmaps for Platform modernization, aligned kubernetes migration efforts with the organization OKR's.
- Refined technical requirements in Jira, partnered with onsite/offshore Dev/QA teams to deliver the engineering features.
- Architected tier-based incentives and seasonal bundle logic into the personalization engine, increasing upsell conversion during peak back-to-school campaigns.
- Mentored 2 junior PMs and led cross-functional alignment with Sales, Marketing, and Support via quarterly roadmap offsites.
- Designed an A/B testing framework to optimize regional offer performance; results drove real-time changes in user targeting and pricing logic.

Learning Without Tears | Product Manager(July 2021– Aug 2022): Delivered an optimized B2B/B2C EdTech storefront with smart tax logic, CPQ-based product bundling, and real-time analytics impact through UX and funnel improvements.

- Redesigned a K–12 EdTech storefront with CPQ-style bundling, smart tax logic, and address autofill, contributed to over \$500K in incremental revenue through checkout optimization.
- Migrated legacy monolithic billing flows to an event-driven IBM MQ architecture, reducing processing latency by 30% and improving system resilience.
- Defined integration terms and logic with mulesoft to establish external integration.
- Improved cart abandonment rate by 15% through A/B tested discount strategies and behavioral triggers.
- Led product-led acquisition experiments in partnership with Sales and Marketing, improving pipeline velocity by 18%.

Amcor | Lead Business Analyst (Aug 2020 – July 2021): Built aCloud-based global Salesforce platform with CPQ configuration and API-driven order orchestration, improved workflow resilience and operational transparency.

- Led modernization of Amcor's global Salesforce CPQ platform for 1,200+ B2B users, improving order accuracy and cross-region fulfillment efficiency.
- Collaborated with Engineering and InfoSec to embed SOC2-aligned data protection and compliance controls into platform workflows.
- Migrated legacy automation scripts to Salesforce Flows, enhancing maintainability and reducing form failure rates by 25%.

KeyBank | Lead Business Analyst (Nov 2019– July 2020): Led the requirement gathering, backlog management, and product execution for KeyBank's digital banking initiatives, focusing on enhancing customer experience.

- Owned product requirements for replatforming KeyBank's risk management system; collaborated with DevOps and compliance leads to ensure secure, scalable delivery.
- Integrated with credit bureau and issuer APIs to deliver real-time underwriting decisions with 99.5% accuracy across credit card and loan products.
- Conducted deep-dive discovery sessions with business units to capture workflows and convert pain points into actionable user stories.

BBVA Bank | Senior Business Analyst (Nov 2017– Oct 2019): Worked as a Senior Business Analyst (Sr. BA) at a leading bank to define and implement strategies for approving personal and small business credit card applications

- Streamlined approval workflows for credit cards, loans, and SMB financing; integrated external credit validation.
- Authored BRDs, wireframes, and flow diagrams across 5+ teams to ensure clear requirements.
- Improved sprint velocity by 20% via clean story breakdown and QA collaboration.

GE Power | Business Analyst (Aug 2016– Oct 2017): Delivered Agile features for utility ops and testing systems.

Aramark | Business Analyst (Dec 2014– April 2015): Customized Salesforce workflows and improved compliance reporting.

EDUCATION

- **MIT xPRO** – Product Management Certificate (Expected 2025)
- M.S. in Computer Science – Texas A&M University, Kingsville
- B.S. in Computer Science – JNTU, Kakinada