

# Bharath Asokan

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## About

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A highly entrepreneurial technological savant pushing the boundaries of LLMs, thus solving complex business problems. Seasoned Product Manager breezing through internal evangelization, driving high performance teams to take products from 0 to 100 while keeping the stakeholders abreast. A people's person with solid experience in digital product development catering to various markets & one who can imbibe enthusiasm to fellow colleagues & products alike.

## Professional Experience (5 years & 1 month)

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### Product Manager II, interface.ai, Remote

Jan'24 - Apr'24

- Led the team in migrating from a **knowledge graph-based chatbot to a Generative AI-based** one, improving accuracy by 70%, and reducing response time by 50%.
- Managed and delivered RAG chatbot for Credit Union employees and users with grounding. Enhanced accuracy by 70% through multivariate testing with chunking techniques and vector databases.

### Product Manager II, Engagedly, Bengaluru

Jun'21 - Jan'24

- Led the entire PM life cycle from **strategy to sales for the whole product**, reporting directly to the CEO. Led a team of 25+ engineers and 4+ designers to deliver 30+ features significantly contributing to \$5M ARR and reducing churn rates.
- Positioned the company and product as leaders in the [Generative AI](#) space, ideating and delivering 12+ AI features (Generation, Summarization, RAG Chatbot, Agents) used by 83K+ users, achieving a 100% adoption rate.
- Ideated, prototyped, and developed '[Advanced Analytics](#)' using Generative AI to gain insights through natural language, enabling HR leaders to focus on strategy rather than on grunt work, increasing operational efficiency by 70%.
- **Multivariate tested summarization techniques** with Langchain, selecting "**Refine**" to consolidate Survey and 360 Feedback reports, saving users 90% of their time.
- Analyzed vector databases and **recommended "Milvus"**, resulting in a RAG-based product support chatbot that increased self-service by 73%. Later repurposed the chatbot as "HR Bot" to handle basic HR queries, decreasing the HR cases by 57%.
- Converted employee records into embeddings, providing managers with a **search tool like Algolia** for faster, accurate performance reviews, improving review efficiency by 40%.
- Contributed directly to the development of 4+ productivity tools, shortening the sales cycle by 35% by instantly generating pilot sites with **synthetic data using Gen.AI**.
- Forecasted & implemented "**Prompt CMS**" for frequent prompt changes and also introduced LangSmith for trace routing and observability of LLMs.
- Migrated to **Azure-hosted OpenAI models** for better compliance, cutting costs by over 50% through A/B testing, optimized prompting, and hyperparameter tuning.
- Enabled users to craft precise content for 5+ features with generative capabilities, such as generating actionable feedback with the SBI framework, enhancing content by 70%.
- Established [two core product pillars](#) from inception, contributing over \$2M in revenue, and collaborated with AMs and AEs to incorporate customer feedback, resulting in the release of 6+ core features to maintain net retention.
- **Spearheaded** notifications revamp to make it more actionable (Slack, MS Teams, [AMP](#), [AM](#)), **LMS integrations** (Linkedin Learning, Udemy, Go1, Bizlib) as partnerships & **productivity tool** (GSheets, JIRA, Salesforce) integrations bringing in **competitor differentiation** resulting in increase in sales conversion by 25%.
- Implemented [2+ PMM tools](#) reducing "Time To Value" by 100%, developed MarTech tools increasing ToFu by 70%, and established predictive analytics dashboards with data scientists, saving over \$250K from churn. **Tools - AWS QuickSight, SiSense.**

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## Member Product Management & Member Technical Staff, Zoho, Chennai

Jun'17 - May'19

- As a PM, revamped the settings page for Zoho People's complex PMS suite, guiding the implementation team to a best-fit solution **without requiring additional code**, increasing team velocity by 25%.
- As a developer, **shipped multiple integrations** from e-sign providers to calendars, with a strong understanding of OAuth workflows.
- Spearheaded the mobile release of the PMS suite by delivering all required APIs, achieving 60% adoption. Led the design, development, and product management of the entire launch.

## Education

### College of Engineering Guindy, B.E - ECE, Chennai

Jul'13 - May'17

- Developed market-ready 3+ interdisciplinary products, working on electronics by day and software by night.
- Secured first place in a national-level hackathon by Microsoft, competing against 5,000+ students from tier-1 colleges.

## Certifications

Course	Issuer	Issued Date
<a href="#">Machine Learning</a>	DeepLearning.AI	January 2024
Reinforcement Learning From Human Feedback	DeepLearning.AI	December 2023
Langchain for LLM Application Development	DeepLearning.AI	November 2023
LLM Bootcamp	The Full Stack	July 2023

## Technical Skills

Prompt Engineering, Vector Databases, LLM - Orchestration & Fine Tuning, Langchain, LlamaIndex, Django, RoR, React JS, Core Android, PostgreSQL, SQLite, API Design, C++, Python, Figma, Balsamiq, JIRA, Email UI - AMP, AM, Webhooks.

## Personal Projects

[PerVei](#) [F1nd!](#) [Swish!](#) [BusTrack](#) [Chennai-yil-Sherlock](#) [Share-a-kural](#) [8bit-processor](#) [A2B2](#)