Bharath Asokan

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About

A highly entrepreneurial technological savant pushing the boundaries of creativity in B2B SaaS, 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)

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, Advanced Analytics) used by **83K+ users, achieving a 100% adoption rate** opening up a new sales pipeline.
- 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.**
- 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.

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.

Technical Skills - Prompt Engineering, Vector Databases, LLM - Orchestration & Fine Tuning, Langchain, LlamaIndex, Django, RoR, React JS, Core Android, 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