

Bharath Asokan

ibharath462@gmail.com +91-9524899989 [Portfolio](#) [Linkedin](#) [Github](#)

Professional Experience (5 years & 1 month)

Product Manager, HappyFox, Chennai (2 months) (Help Desk)

05/24 - 07/24

- Developed and launched **4+ enterprise features, with 2 going live in 2 months**, and additionally, enhanced HappyFox AI by incorporating a critical "Ticket Triaging" feature, significantly **reducing average resolution time**.

Product Manager II, interface.ai, Remote (3 months) (Gen.AI)

01/24 - 04/24

- 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%**.

Product Manager II, Engagedly, Chennai (2 years & 6 months) (HR Tech)

06/21 - 01/24

- Led the entire PM life cycle from **strategy to sales**, reporting **directly to the CEO**. Led a team of **20+ engineers and 4+ designers to deliver 30+ features** significantly impacting revenue and reducing churn rates.
- Positioned the company and product as leaders** in the **Generative AI** space, ideating and delivering **12+ AI features 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%**.
- Migrated to **Azure-hosted OpenAI models** for better compliance, cutting **costs by over 50%** through **A/B testing, optimized prompting, and hyperparameter tuning**.
- 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%**.
- 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**.
- Transformed static, dull emails into actionable, **visually appealing emails using AMP and AM** technology, increasing user **response rates by 100%** for simple and short actions.
- Integrated with **Slack & MS Teams** to take quick actions in the flow of work by creating **apps & bots increasing productivity by 80%**.
- Analyzed, **partnered**, and integrated with **LMS providers (LinkedIn, Udemy, Go1, Bizlib)** to facilitate seamless course access, opening up a **new sales pipeline and generating over \$200K in revenue**.
- Saved over **140K man-hours annually** by automating **goal updates from Salesforce, JIRA, and Google Sheets**, chosen after extensive **user research and market study** of these tools.
- Analyzed **prospect feedback** and implemented **webhooks and Zapier actions** to boost user productivity, achieving **competitive parity** and **generating over \$100K in new sales**.
- 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**.
- 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.

Member Product Management, Zoho, Chennai (2 years) (HR Tech)

06/17 - 05/19

- 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**.

Education

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

07/13 - 05/17

- 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](#)