

VISHAL GAYAKWAR

Phone - 8800314538 | Email - vgvisal31@gmail.com | Hyderabad

EXECUTIVE SUMMARY

Product Manager with **6+ years of experience** building and scaling **data-driven digital products** across B2B/B2C platforms, e-commerce marketplaces, and enterprise systems. Proven ability to define and execute **Go-To-Market (GTM) strategies** for new monetization models, driving measurable revenue growth and operational efficiency. Strong at translating complex, cross-functional problem spaces into **user-centric product solutions** that improve asset utilization, customer experience, and platform reliability. Comfortable operating in fast-paced environments, partnering with engineering, data, and operations teams to launch scalable products.

WORK EXPERIENCE

- **Product Manager 2, Amazon Freight, Amazon – Hyderabad (Apr 2021 – Present)**
 - Led monetization strategy and execution (GTM, business case development, rollout) for a new revenue stream (trailer detention), resulting in **\$3MM+ in new annual revenue** by aligning cross-functional teams across BI, Finance, and Operations to drive product-led growth
 - Drove product-led cost optimization by launching **transport management and route planning intelligence systems**, unlocking **\$10MM+ in annual savings** through improved asset utilization and execution efficiency
 - Architected and launched COAST, a **real-time recommendation engine using an AWS serverless stack** to automate 3P routing; reduced decision latency by 75%, replacing multi-tool workflows and **delivered \$2.5MM** in annual recurring savings
 - Scaled a core enterprise client-facing service (**Drop Trailer program**) **10x to 250+ clients**, contributing to **60% of Freight's total volume** through targeted adoption and experience improvements
 - Designed and launched a **self-serve data visibility and analytics product** for 250+ external partners, enabling data-driven decision-making and improving asset utilization by **20%**
 - Redesigned carrier asset pickup workflows impacting **250K+ annual movements**, increasing success rates from **82.5% to 93.3%** and delivering **\$2.6MM in cost savings**, while improving seller satisfaction and retention
 - Defined and implemented partner communication and lifecycle systems in collaboration with Product, Sales, and BI teams, eliminating **120 hours/week of manual effort** and improving onboarding and engagement for **500+ SMB logistics partners**
 - Pioneered a self-operating workforce planning platform by deploying an **ensemble ML model** (XGBoost) with 32+ features to eliminate manual forecasting; **achieved 15.5% WAPE and 10% YoY improvement** in staffing throughput via serverless Python functions
 - Led a **10-member cross-functional team** to drive customer experience (CX) improvements, standardizing workflows that resulted in a **250 bps YoY reduction in operational defects** and **\$2MM in annual savings**
 - Partnered with trailer inventory and planning teams during peak demand periods, leveraging **order volume forecasts** to proactively allocate capacity to high-need regions and maintain execution continuity
- **Assistant Product Manager, Indiamart Intermesh Ltd - Noida (June 2019 – March 2021)**
 - Owned the product roadmap for a high-scale B2B e-commerce marketplace module (Buyleads), **balancing growth, quality, and buyer experience**, connecting millions of buyers and sellers.
 - Built continuous feedback loops with support teams and power users, embedding user sentiment into product prioritization and reducing buyer-related issues by **10%**, while improving **NPS by 12%**
 - Redesigned lead verification and approval workflows, automating manual processes to achieve **4x operational efficiency** and reduce costs by **₹9L/month**, demonstrating scalable growth via platform automation and process-level experimentation
 - Improved seller engagement and marketplace quality by reducing friction in the buyer-seller journey; implemented a **rules-based verification system** that lowered seller experience defects by **10%**

EDUCATION

- MBA | Indian Institute of Technology Delhi (2017-2019)
- B.Tech in Information Technology | Delhi Technological University (2012-2016)

INTERNSHIPS AND PROJECTS

- **Global Product Manager Intern, Expedia Group - Gurgaon (May 2018 – July 2018)**
 - Developed dynamic traveler persona-based filters for Expedia's top 5 markets, analyzing behavior using Omniture and Qubole

SKILLS

- Core Skills: Product Strategy & Roadmapping, Product Lifecycle Ownership, KPI & OKR Definition, Go-To-Market Strategy, Monetization, Customer Journey Mapping, Experimentation & Hypothesis Testing
- Execution & Leadership: Cross-functional Leadership, Stakeholder Alignment, Prioritization & Trade-off Decisions, Agile Product Delivery, Ambiguity Management
- Tools & Data: Product Analytics, SQL, Excel, PowerPoint, Power BI, Adobe Analytics, ETL Pipelines, VBA