

GURURAJ CHOUGULE

Product Manager - AI Products & Marketplace Platforms

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EXECUTIVE SUMMARY

Product Manager with 6 years of experience across AI-driven marketplace platforms, telecom/CPaaS, and operations, including 3+ years building voice AI products on India's ONDC network. Scaled a two-sided marketplace to 1.2M+ orders and ₹30.3M+ GMV, and grew a voice AI order-taking product to 500+ merchants. Known for 0→1 launches, cross-functional leadership, and turning ambiguous problems into shipped, revenue-generating products.

CORE COMPETENCIES

- **AI Product Management:** Voice AI Product Development, ML Feature Requirements & Model Evaluation (with Data Science), Revenue Forecasting & Analytics
- **Marketplace & Platform Products:** Two-Sided Marketplace Design, 0→1 Product Launches, Platform & Ecosystem Products, ONDC / Open Commerce Networks
- **Product Strategy & Execution:** Roadmapping, Pricing & GTM, Backlog Prioritization, Metrics-Driven Decision Making
- **Cross-Functional Leadership:** 12-Person Team Leadership (Agile/Jira), Stakeholder & Vendor Negotiation

PROFESSIONAL EXPERIENCE

Kiko Live (ONDC) Mumbai, India

May 2023 – Present

Product Manager

- Built ConvlYZe, a voice AI analytics platform giving leadership 30-day revenue forecasts; defined the ML product requirements and partnered with data science on model evaluation, improving forecast accuracy by **30%**.
- Owned Kiko AI Order Taker end-to-end — from designing the speech-to-structured-order AI workflow (transcription, extraction, validation) to scaling it to **500+** active merchants generating **₹30.3M+ GMV**, with a **92.6%** verification rate and **23.6%** repeat customer rate.
- Defined product strategy, roadmap, pricing, and GTM for the two-sided marketplace platform sellers.kiko.live, scaling it from 0 to **1.2M+** processed orders through continuous seller-experience improvements driven by customer feedback.
- Led a 12-person cross-functional team (APMs, design, engineering) on Agile/Jira to a **95%** on-time launch rate; designed partner onboarding flows that **doubled week-1 seller activation** and drove **30%** user growth.
- Took kikoshop.in and Tabe App from concept to **5,000 users** and **10,000 orders** in **90 days**, shipping a lean MVP and iterating weekly based on direct seller interviews and discovery research.
- Delivered an integrated Admin, Seller Panel, and Order Management SaaS suite in six months, streamlining workflows to improve operational efficiency by **21%**.

TechAlpha Group (CPaaS) Navi Mumbai, India

May 2021 – May 2023

Senior Product Engineer, Network Operations

- Conducted client interviews across Omnichannel, WhatsApp Business, and IVR products, converting findings into a prioritized backlog that eliminated the top 5 escalation drivers and cut support tickets **39%**.
- Owned the end-to-end launch of a new A2P SMS product — spec, aggregator SLA negotiation, and a 9-person team — reaching a zero-defect go-live and positive unit economics within four months.
- Directed a 9-person operations team through new triage protocols and weekly metrics reviews, cutting mean resolution time **25%**.

Byju's Think & Learn Pvt. Ltd. Kolhapur, India

Aug 2019 – Feb 2020

Business Development Executive

- Consistently met customer acquisition targets through consultative selling, building stakeholder-management skills later applied to product discovery and GTM.

EDUCATION

- PGDM, Supply Chain & Operations Management — Welingkar Institute of Management · 85% · 2020–2022
- B.E., Electronics & Telecommunication — Mumbai University, ViMEET · CGPA 7.00 · 2015–2019

CERTIFICATIONS

- Agentic AI Engineering (2025)
- Google Cloud Generative AI Leader (2025)
- Certified Scrum Product Owner (CSPO), Scrum Alliance (2025)

PUBLICATIONS & INTERNATIONAL RECOGNITION

- IEEE Published Author
- Business Modelling Fellowship – Aarhus University, Denmark (2019)

AWARDS

- Kiko Live — Strategic Excellence (2025) ·
- Team Player of the Year (2024) ·
- The Silent Soldier (2022)