

# RAJAT GUPTA

Senior Product Manager · The PM Who Sees What Others Miss · 13.6 Years

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## PROFESSIONAL SUMMARY

I found \$12M hiding in a download button at NICE — and turned it into ARR. I redesigned a recording player so disliked it scored NPS 4.5 — and rebuilt it to 37.45. I migrated 3,000 relationship managers onto a new CRM at Credit Suisse. I architected a digital schema from scratch for 30 EU panel banks governing ICE EURIBOR rates. Then I went independent and built 4 AI products from zero with Claude, Replit, and Bolt.dev — and I'm now a Product Manager at Sonata Software. 13.6 years across 4 multinational companies (NICE, Credit Suisse, Cognizant, Infosys) and 7 domains. Gold Medalist (IIM Rohtak). PSPO Certified. Bronze Inventor. I don't just identify the opportunity — I build the proof.

## KEY ACHIEVEMENTS

- **\$12M ARR** generated by inventing unit-based pricing for CXone recording downloads — own idea, end-to-end execution.
- **NPS improved from 4.5 to 37.45** by redesigning the CXone Recording Player — an 8x turnaround on the most-used supervisor tool.
- **Screen Recording Analytics** pitched at 2024 Sparkathon — concept grew into a **\$20M product opportunity**, validating ahead-of-market thinking.
- **3,000+ relationship managers** engaged at Credit Suisse; subscription delivery reduced from hours to under 5 minutes.
- **6 manual reports automated** at Credit Suisse — promoted and appraised in top tier.
- **LIBOR transition** architected end-to-end: 3-layer transaction reporting for ICE compliance, delivered on time.
- **30 panel banks** onboarded onto a new digital EMMI/ICE EURIBOR contribution schema built from scratch.
- **4 AI products shipped independently in 2026:** Vybd (vybd.in), MakeMyMakaan (Play Store), Riya (Voice AI), Mera Sitaara (merasitaara.com).
- **Gold Medalist, IIM Rohtak.** Co-founded Project Swabhaav — 100 girls educated monthly at peak scale.

## PROFESSIONAL EXPERIENCE

### Product Manager — Sonata Software

Apr 2026 – Present

Global digital transformation & platform-engineering company | Pune, India

- Driving product strategy and execution within Sonata's platform/product organisation, bringing an outcome-first, build-the-proof approach to enterprise product work.

### Independent AI Product Builder — Self-Employed

Jan – Apr 2026

Solo: product strategy, prompt engineering, full-stack development & deployment with Claude, Replit, Bolt.dev | Pune, India

#### Vybd (vybd.in) — AI Study Companion for Indian Students

**Problem:** Parents waste hours finding practice material matching their child's exact syllabus, board, grade and learning style; generic PDFs and videos don't align with the week's teaching.

**Solution:** AI worksheet generator — 38 content types across Grades 1–10 for CBSE, ICSE and 20+ State Boards. 6-question child profile for deep personalisation. Multi-model AI routing (Opus/Sonnet/Haiku) with prompt caching. Print-first, zero screen time.

**Result:** 50 families using it | 38 content types | Sub-40s generation | 90% API cost savings | 700+ regression tests

#### MakeMyMakaan — Home Construction App (Google Play Store)

**Problem:** Indian home builders face scattered vendors, opaque pricing and zero visibility into construction progress.

**Solution:** Flutter app with stage-by-stage tracking, live material rates, group deals (up to 25% off), smart calculators and an expert directory.

**Result:** Live on Google Play Store | 5 core modules | Real-time Firebase backend

#### Riya — Voice AI Agent for QSR Ordering

**Problem:** QSR staff miss phone calls and manually key POS entries. Order entry — not delivery — is the bottleneck.

**Solution:** Voice-to-KDS engine on Vapi.ai — handles natural speech, structures clean JSON, injects into the kitchen queue.

**Result:** Phase 1 live | Roadmap: WhatsApp receipts > UPI payments > 3PL delivery

## Mera Sitaara (merasitaara.com) — AI Activity Companion for Special-Needs Children

**Problem:** ~6M Indian children have developmental disabilities; therapist ratio ~1:10,000; therapy covers ~2% of waking hours.

**Solution:** AI daily activity plans across OT, speech, sensory and social skills using household materials. Hindi + English. 4-digit PIN auth. No clinical labels. Cache-first architecture cutting API costs 90%.

**Result:** Live | 4 therapy domains | Bilingual (HI + EN) | Freemium at ₹499/mo | Replit Buildathon submission

## Senior Specialist Product Manager, Recording & CXone Playback — NICE CXone

May 2022 – Jan 2026

Enterprise SaaS | Recording Platform (UI & API) | Cross-functional global teams | Revenue & UX ownership | Pune

**Revenue Impact:** Discovered CXone recording downloads had no monetisation model — every download a cost, zero revenue. Designed tiered unit-based pricing from scratch; owned business case, pricing model, stakeholder alignment and execution. **Result:** \$12M ARR from a feature that previously generated zero.

**Product Experience:** The most-used and most-disliked supervisor tool (NPS 4.5). Mapped every friction point through supervisor observation; redesigned with fast playback, keyboard shortcuts and inline annotations; shipped iteratively, measured weekly. Also delivered Amazon Connect integration and stabilised inbound call processing. **Result:** NPS 4.5 → 37.45 | Amazon Connect delivered | Legacy issues resolved.

**Forward Thinking:** Pitched Screen Recording Analytics at 2024 Sparkathon; spec'd a Mini Player for embedded experiences; proposed in-app contextual AI help before "copilots"; designed Player Highlights with AI coaching cues; drove Multi-ACD integrations to expand the addressable market. **Result:** Screen Analytics grew into a \$20M opportunity | Bronze Inventor for Voice UI | Led NPS initiative for the Recording org.

## Lead Product Owner, Platform Transformation — Credit Suisse

Oct 2018 – May 2022

Investment Banking CRM | Agile at Scale | 3 Scrum Teams | MD-level stakeholders | Pune

**Platform Migration:** 3,000+ relationship managers on disconnected legacy systems. Wrote persona-based PRDs; negotiated across Tech, Sales and Compliance; led 3 concurrent scrum teams; upgraded the subscription workflow to deliver high-value client subscriptions in under 5 minutes. **Result:** 3,000+ RMs engaged | Subscriptions: hours → under 5 mins | 40% efficiency gain.

**Process Automation:** Identified 6 critical reports still generated manually (hundreds of hours monthly); did the business analysis, built the automation logic and presented the approach. **Result:** 6 reports automated | Promoted and appraised in top tier.

**LIBOR Transition:** Led the BA team for the move from contribution- to transaction-based reporting; architected the entire solution for ICE LIBOR's 3-layer transaction approach. **Result:** Delivered on time | Bank aligned with ICE panel-bank guidelines.

## Technical Product Owner, Data Foundations (EMMI/AWS) — Cognizant

Mar 2013 – Oct 2018

Financial Benchmarks | EMMI / ICE EURIBOR | 30 Panel Banks | Regulatory Compliance | Pune / Europe

- **Problem:** The EMMI benchmark governing ICE EURIBOR rates ran on fragmented, paper-based processes across 30 EU panel banks — a regulatory and scalability risk in a post-LIBOR world.
- **Action:** Led the technical XML-based implementation from scratch — a completely new digital contribution system, not a migration. Every schema decision affected how 30 banks reported to regulators. Bridged regulatory demands and bank capabilities across EU time zones.
- **Result:** 30 panel banks onboarded | New digital schema from scratch | Full EMMI/ICE EURIBOR compliance | Lasting client relationships.

## Systems Engineer — Infosys

Jul 2009 – Jun 2011

Financial Services | Software Engineering | Systems Integration | India

- Built foundational engineering depth in systems integration for global financial clients; collaborated with QA and Dev on code quality and architectural standards — the ground-level technical perspective that enables credible leadership of engineering-heavy product teams.

## KEY SKILLS & COMPETENCIES

**Product Management:** Product Strategy, Roadmapping, PRD Writing, User Stories, Backlog Management, Feature Prioritisation, Go-to-Market, Stakeholder Management, Product Lifecycle Management

**AI & Technology:** Conversational AI, NLU/NLP, Voice UI/UX, Prompt Engineering, Multi-model AI Routing, LLM Integration, Speech-to-Text, AI-assisted Development

**Methodology:** Agile, Scrum, PSPO Certified, Sprint Planning, Retrospectives, Cross-functional Leadership, A/B Testing, User Research, Data-driven Decisions

**Technical:** Firebase, Cloud Functions, Firestore, Flutter, Node.js, JavaScript, Claude API (Anthropic), REST APIs, XML/JSON, AWS, SOC2, PII Governance

**Domains:** Conversational AI, EdTech, FinTech, PropTech, Accessibility, Enterprise CRM, Data & Compliance, QSR/Restaurant Tech

## EDUCATION

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### **MBA, Gold Medalist — IIM Rohtak**

*Graduated top of cohort. Focus on Strategic Management and Financial Accountability.*

### **Bachelor of Engineering (Information Technology) — Panjab University**

## CERTIFICATIONS & AWARDS

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- Professional Scrum Product Owner (PSPO) — Scrum.org
- Bronze Inventor — NICE (patentable innovation in Voice UI and automated classification)
- Gold Medalist — IIM Rohtak (top of MBA cohort)
- Men's Singles Champion — NICE GTC India Badminton League (400+ participants)

## SOCIAL IMPACT

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**Project Swabhaav (IIM Rohtak, 2010)** — Co-founded a social enterprise placing brand ads on auto-rickshaws to fund girl-child education. Onboarded Johnson & Johnson, Dosa Plaza, Lakshya Institute and Jale Medical Hospital. Scaled to 100 autos/month, educating 100 girls/month. Pioneered auto-branding in India before it became a mainstream channel.

## THOUGHT LEADERSHIP

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Active LinkedIn contributor on product management, UX design and building in public:

- **Local Inserts** — a self-serve physical-insert ad format for India's quick-commerce platforms (proposal, [iamrajatgupta.com/local-inserts.html](http://iamrajatgupta.com/local-inserts.html))
- Riya Phase 1: The "AI Cashier" for Takeaways Is Live (Voice AI, Build in Public)
- Why Doesn't Crypto Trading UI Reflect Discipline? (FinTech, UX, Delta Exchange)
- CRED SOS: Deactivate All Cards in One Tap (FinTech Ideation)
- Ship to Multiple Addresses in One Checkout (E-Commerce, Flipkart)
- Price Drop? Don't Make Me Cancel & Reorder (Retention UX)

Portfolio: [iamrajatgupta.com](http://iamrajatgupta.com) | LinkedIn: [linkedin.com/in/rajatiim](https://www.linkedin.com/in/rajatiim) | References available on request