

# AVANISH VENKATESH

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## SUMMARY

Product manager & Founder specializing in 0-to-1 and growth at scale. Shipped GenAI agents, scaled B2B SaaS to 17 enterprise customers and \$14M GMV, and led data-driven experiments improving activation and retention

## SKILLS

**Product Skills:** Product Strategy, Intake Management, Agile/Scrum, User Experience/Research, KPI, A/B Testing, MVP, GTM

**Technical Skills:** AI/ML, Python, SQL, Tableau, Prompt engineering, AWS (EC2/S3), Azure, Jira, Flask, CI/CD, Semantic Search

**Business Skills:** P&L Management, ROI Analysis, Enterprise Sales, Cross-functional Leadership, Crisis Management

## EXPERIENCE

**Northeastern University | IT Services, Digital Knowledge Analyst**

**Feb 2025 – Present**

- Shipped GenAI support to 50K users; 30% ticket deflection via semantic search and privacy-safe rollouts with holdouts
- Owned OKRs for deflection, TTA, and CSAT; aligned execs on KB strategy; built rollback and anomaly playbooks org-wide
- Ran privacy and security reviews; staged holdbacks; tracked anomalies; built response playbooks to protect user trust

**Aves Infotech | Founding Product Manager**

**Jun 2020 – Aug 2024**

- Defined product strategy and roadmap for SaaS; scaled 0-1 to 17 clients and \$14M GMV with reliable, iterative delivery
- Spearheaded market research, identifying new product opportunities and informing a roadmap that grew ARR by 15%
- Delivered ERP transformation for \$11M client; unlocked \$870K digital revenue via payments & logistics integration APIs
- Led XFN pod (eng/design/data/ops); set roadmap & OKRs; cleared blockers; shipped weekly; concise updates & decisions

**Kimzuka Solutions | Product Manager**

**Jan 2019 – May 2020**

- Built 100 PIR cameras for Tiger stripe pattern recognition; delivered in 8 months; improved census accuracy by 25%
- Led 20-person XFN team across lifecycle; standardized reporting to state & national body; secured \$30K seed funding

## PROJECTS

**WhatsApp Business Platform ([Zoo Ticketing](#)) | Product Lead**

- Owned Business Messaging; shipped WhatsApp flows to 4M users, generating \$24K/day revenue and 68% D7 retention
- Established growth KPIs (DAU/MAU, adoption) and A/B tests; instrumented analytics to measure and optimize at scale

**Ex-Gratia Compensation Human-Wildlife | Product Manager**

- Won national e-governance award; automated ~37K cases/year (~\$1.8M) for human-wildlife conflict compensation
- Defined requirements for a new API to accelerate data collection & automate approvals, expediting victim compensation

**Handloom ERP & eCommerce | Product Lead**

- Designed a B2B2C ERP SaaS with SKU-tracking for 10K items, reducing inventory holding costs by 32% using JIT principles
- Built API-first architecture connecting ERPNext to payment and logistics partners, processing 1K daily transactions

**Self-Checkout Kiosk System | Product Lead**

- Queried 3 years of events in SQL; launched kiosks for 20% of revenue; lifted activation/conversion in onboarding flows
- Increased revenue by 40% through UI experiments, optimizing for engagement & driving viral word-of-mouth growth

## EXTRACURRICULAR & LEADERSHIP

**Passion Projects | Technical Experiments**

- Benchmarked GPT-OSS-20B (Ollama) on MMLU & TruthfulQA, scoring ~45% & ~63%, showcasing prompt-tuning benefits
- Led product development for RebalanceAI, an AI investment co-pilot analyzing 50 S&P 500 stocks with 90+ metrics

**Aspiring Product Managers Club | Vice-President Finance**

- Managed a 30K conference budget, defining a data-driven pricing strategy to optimize revenue and ensure accountability

## EDUCATION

**Northeastern University, Master of Engineering Management | GPA: 3.98**

**Aug 2024 - May 2026**

**Coursework:** Project Management, Product Management, Applied Generative AI, Operations Research, Economic Decision Making, Advanced Product Management

**SJCE College of Engineering, Bachelor of Polymer Science and Technology | GPA: 3.51**

**Aug 2014 - Jul 2018**