JEEVAN REDDY

+917989081669 | mailtojeevan.m@gmail.com | jeevanreddy.com

DIRECTOR - PRODUCT MANAGEMENT | Gen AI, B2B SaaS, 0-1, Growth and Strategy

Product person with 10+ years of experience in conceptualizing and delivering AI-driven solutions in B2B SaaS, Document processing, data modeling, API integrations. Specializes in building and scaling 0-1 products, driving cross-functional teams, and implementing operational excellence strategies to boost efficiency and revenue. Adept at orchestrating electronic data interchanges, data-driven experimentation, managing ML model lifecycles. Known for transforming organizational structures, cultivating high-performing teams, and rapidly iterating to achieve measurable impact.

AREAS OF EXPERTISE

- AI/ML Product Strategy: Data labeling, Intelligent Document Processing(IDP), human-in-the-loop workflows and ML model training
- Cross Functional leadership: Leading teams of product managers, data scientists, engineers, and operations stakeholders
- Operational Excellence: Process optimization, cost-saving strategies, and feedback loops
- Data Driven Decision Making: Root-cause analysis, performance metrics, actionable insights for process improvement, and rapid experimentation
- Strategic Roadmap Development: Vision setting, feature prioritization, and execution for high-growth products, Market research, Competitive analysis, User experience design
- Technical skillset: Hands on building with AI tooling like Replit, Cursor, Lovable.

WORK EXPERIENCE

Director - Product Management - GenAI, Modern Data Company, Hyderabad   Apr 2025 – Present
Data Platform solution for enterprise

- Lead GenAI product strategy and execution, transforming fragmented multi-source enterprise data into semantic-rich data products that reduced time-to-insight for business teams by 8 weeks and increased self-serve analytics adoption by 20%.
- Architected and launched AI application layers that enable natural language querying and dynamic visualization on top of data products, increasing product engagement and query volume per user.
- Operationalized AI-driven efficiency for engineering and GTM teams by standardizing AI-native tools, LLM-powered accelerators, and automation, reducing development cycles by 60% and lowering operational overhead.
- Partnered with executive leadership to shape long-term AI and data strategy, aligning platform vision, GTM priorities, and investment decisions, which contributed to 10% growth in AI-related revenue pipeline and new product initiatives.
- Built and mentored high-performing AI product teams, establishing product and experimentation rituals through playbooks, internal forums, and strategic initiatives that improved roadmap predictability and increased successful AI feature launches.

Director - Product Management, FoundationAI, Hyderabad   Dec 2023 – Apr 2025
Intelligent document processing SaaS for legal firms

- Led a **23-member cross-functional team** (5 product managers, 10 data scientists, 8 Data annotation members) to develop AI-based document automation solutions, reducing document processing time by 45% and improving operational efficiency.
- Established scalable processes for data science teams, emphasizing hypothesis-driven experimentation and holistic model building, which reduced experimentation **time by 75% to 2 weeks from 8 weeks.**
- Designed and implemented data annotation workflows for **human-in-the-loop systems** for pre and post processing of the data, improving annotation accuracy by 55% and reducing turnaround time by 30%.
- Drove data extraction and classification strategies using **AI embeddings and cluster generations** for largest US lawfirms, integrating with PMS based on Salesforce, Microsoft GraphAPI, SAP and more to streamline document-driven workflows.
- Spearheaded the development of new tooling and solutions via Retool, Metabase, Langflow for data scientists, enabling faster iteration and deployment of machine learning models.

Director - Product Management, Nova Benefits, Bangalore   Apr 2023 - Dec 2023
Associate Director - Product Management, Nova Benefits, Bangalore   Jun 2022 - Apr 2023

- Orchestrated deep API integrations with insurers and TPAs to streamline endorsements and claims data and processes, catapulting NPS from -40 to +20 in 9 months, doubling CSAT to 35%, and slashing claims processing time by 60%.
- Launched several products in Nova's Wellness Division, focused on comprehensive employee health benefits including annual checkups, mental wellness, and pharmaceuticals, capturing **40% of Nova's total revenue** within the first year.

- Pioneered a digital data endorsement module, achieving **97% organizational adoption** reducing endorsement TAT from 23 days to 2 days, repositioning Nova as a tech-first insurance broker.
- Transitioned Nova from an isolated OKR framework to a unified NCT system, resulting in a 70% reduction in team alignment time and significantly improved interdepartmental coordination.
- Leveraged the newly implemented Account Health Score to drive referral marketing, resulting in an average of **20 new leads** per month over the last quarter.

Senior Product Manager, Jio Haptik, Mumbai   Nov 2020 - May 2022
- Launched Haptik's analytics division, developing a market-first product suite that transformed qualitative IVA performance queries into actionable insights leading **CSAT improvement to 56% from 34%**
- Spearheaded the strategic phase-out of Haptik's agent chat feature, refocusing the team on core IVA capabilities and saving 33% in engineering bandwidth to accelerate priority initiatives in analytics and commerce.
- Pioneered partnerships with agent chat applications and CRM systems to give a seamless experience for bot transfer increasing leading to the onboarding of 20 new clientele with integrations in 3 months.
- Collaborated with the AI/ML team on multiple use cases to be solved to increase the breadth of solutions to be offered, leading to improved **sales conversion to 17% from 10%.**
- **Led a 12-member team** of two Product Managers and ten Engineers, fostering talent development and collaboration.

Director- Product Management, Ekincare, Hyderabad   Oct 2019 - Nov 2020
Product Manager Ekincare, Hyderabad   Jan 2018 - Oct 2019
- Formulated and launched an end-to-end employee benefits engine for customers covering teleconsultation, Annual health checkups, chronic disease management and pharmacies in one portal *skyrocketing company revenue by 5X, expanding from team of 30 to a diversified workforce of 250 in 3-years.*
- Orchestrated the design and execution of a "First of its kind" health check-up module, surging monthly health checks from 500 to 12,000 and subsequently driving **95% of the company's total revenue** through servicing 300,000 users annually.
- Spearheaded the launch of a Diagnostic Center Portal, now an industry standard, adopted by 250+ centers nationwide and handling 11,000+ appointments per month.
- Engineered a radical reduction in appointment confirmation times, dropping from an average of **4 days to just 7 hours**, while catapulting utilization rates from an underperforming 2% to an industry-leading 55%.
- Orchestrated API integrations for seamless data exchange with over 1,500 ancillary healthcare providers including labs, wearables, and ePharmacies, setting a new benchmark in seamless service delivery.
- Created a health score module for corporate by creating data exchange interfaces between diagnostic centres and lab management systems by orchestrating a modular architecture.
- Founded and led a data analytics wing alongside managing a **team of 26 members** (3 Product Managers and designer, 3 Data Analysts, and 20 engineers).
- Designed and launched a pre-employment check-up module featuring a streamlined, user-friendly workflow, generating a 10% increase in revenue and creating a new income stream for the business.

Product Manager, AdView Technology, Bangalore   Jul 2016 - Jan 2018

Product Management Associate, ZoomCar, Bangalore   Jul 2015 - Jun 2016

ENTREPRENEURIAL EXPERIENCE

Advisor, [Genstaqai](), India   Nov 2023 - Present
- Led product strategy and execution for GenstaqAI, guiding a lean team of two engineers (including the co-founder) in building and validating an AI Agents POC, which led to a successful acqui-hire by [RevRag]().
- Provided strategic advisory on roadmap prioritization, go-to-market approach, and AI-driven capabilities, directly influencing product direction and facilitating a seamless transition post-acquisition.

Founder, Reddy Farms, Hyderabad   Dec 2017 - Dec 2021
- Tripled fruit and vegetable production to **600 tonnes** within six months. Implemented advanced farming techniques or irrigation and mulching sheet resulting in a **50% reduction in pesticide usage and 57% of fertilizer usage**.

EDUCATION

MSc in Physics & BE in Mechanical Engineering (Dual Degree)   2011- 2016
Birla Institute of Technology and Science Pilani (BITS Pilani) , Goa campus