# HARITHA T

**Product Manager | AI Platforms | B2B & B2C SaaS | Data Products**

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## PROFESSIONAL SUMMARY

Product Manager with 6 years of experience delivering AI-powered e-commerce digital products, enterprise data governance platforms, and revenue-generating digital experiences across telecom, SaaS, and financial services. At Verizon, directly drove $48.6M+ in incremental revenue and $5.1M in cost savings through AI personalization, guided selling, and cross-channel commerce. Combines SQL, APIs, and AI/ML integration expertise with stakeholder management, change management, OKR design, and go-to-market execution.

## CORE SKILLS

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|---|---|
| **Product** | Strategy, Road mapping, PRD, Product Discovery, GTM, Epics & User Stories, Release Management, OKR Design |
| **AI & Data** | AI Personalization, Generative AI, LLM Integration, Data Governance, Funnel Analytics, KPI Design, SQL, Prompt Engineering |
| **Execution** | Agile/Scrum, Sprint Planning, Backlog Prioritization, UAT, Change Management, Risk Management, ROI Analysis |
| **UX & Design** | Wireframing, Prototyping (Figma), A/B Testing, Customer Journey Mapping, UX Optimization, VOC Programs, Design Thinking |
| **Leadership** | Executive Storytelling, Cross-functional Collaboration, Global Team Management, Stakeholder Alignment, Vendor Management |
| **Tools** | Jira, Figma, Tableau, Adobe Analytics, Quantum Metrics, Salesforce, SQL, Alation, Confluence, Decision Manager |

## WORK EXPERIENCE

### Verizon Data Services · Product Manager

*Jun 2023 – Present | Chennai*

▸ ***AI & Digital Products – Verizon Business***

- **Shipped AI guided selling engine** with ML next-best-action models and live data signals — real-time in-call recommendations to assisted sales; **$34.6M incremental revenue.**
- **Owned AI retargeting engine** full lifecycle (data modelling → A/B testing → launch), identifying missed revenue across enterprise customer base; **$14M revenue over 3 years.**
- **Launched View Together** digital co-browsing and approval feature; **477K interactions, $5.1M cost savings** by eliminating assisted service touchpoints.
- **Redesigned cross-channel buying flow** — UX overhaul, API latency optimization; **18% order completion ↑**, reduced downtime by **40%** by introducing SMB Whole Office feature.

▸ ***Data Governance Platform — Verizon Data Marketplace***

- **Led end-to-end UX/UI overhaul** of B2B enterprise data governance platform — navigation, search, and metadata surfaces; **45% adoption growth.**

- **Drove Gen AI metadata automation** across millions of assets; **85% effort reduction**, improved governance compliance at scale.
- **Shipped NLP/LLM conversational search**; **27% engagement ↑** and **33% zero-result queries ↓**.
- **Built automated data profiling framework** for continuous inconsistency scanning; **60% manual profiling effort ↓**.
- **Integrated Alation** for metadata enrichment and data lineage; led **API-first architecture** and data pipeline design with engineering.

▸ ***Change Management, Process & Leadership***

- **Defined OKRs, KPIs**, and financial dashboards across product lines; delivered quarterly **executive business reviews** and revenue impact reports.
- **Led enterprise change management** for feature rollouts — stakeholder communication plans, training materials, and feedback loops to drive adoption across sales and operations.
- **Managed VOC program** synthesizing UX research, NPS signals, and support data to refine roadmap priorities and improve satisfaction scores.
- **Owned full Agile delivery**: sprint planning, backlog grooming, design reviews, UAT, A/B testing, release coordination, and post-launch retrospectives.

### Sapiens International · Associate Product Consultant *Oct 2020 – Jun 2023 | Bangalore*

- **Delivered 8 enterprise software transformation projects** (insurance, retail, financial services — US/EU) using Decision Manager – a low-code platform; **40% time-to-market improvement.**
- **Co-owned roadmap and design** of the Automatic Logic Extraction (ALE) framework — automated migration of business rules from legacy systems to decision models.
- **Led client discovery, demos, and POCs** for enterprise prospects; drove **change management** and post-release tracking to ensure quality and adoption.
- Trained **30+ client users**; created product documentation and presentations supporting sales and delivery functions.
- Led modernization of legacy Decision Manager platform from Internet Explorer to Chrome, ensuring business continuity for enterprise clients after IE retirement and improving application performance and browser compatibility.

### The Introvert · Digital Marketing Analyst *Apr 2020 – Sep 2020 | Coimbatore*

- **Analyzed campaign performance**, conversion rates, and engagement to inform **pricing and growth strategy.**
- **Built reporting dashboards** tracking **campaign ROI** and improving data-driven decision-making for marketing and product teams.

## CERTIFICATIONS

**Certified Scrum Product Owner (CSPO)** — Scrum Alliance *2022*

**Salesforce Marketing Cloud Email Specialist** — Salesforce *2022*

## EDUCATION

**MBA – Business Analytics**

Christ University, Bangalore *2018 – 2020*

**B.Sc. – Computer Systems & Design**

PSG College of Technology, Coimbatore *2015 – 2018*