

AYUSH KAPALE

Product Manager

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PROFESSIONAL SUMMARY

CSPO-certified Product Manager with ~2 years of experience building enterprise digital products from discovery to launch. Strong in API-led platforms, ERP workflows, compliant data services, and subscription lifecycle (billing/renewals). Drove self-serve onboarding from days to minutes, improved renewals to 87%, and delivered 27–30% cost savings through system redesign and analytics-led prioritization.

PROFESSIONAL EXPERIENCE

Product Manager

June 2024 - Present

VE Commercial Vehicles (A Volvo Group and Eicher Motors JV)

- Launched telematics data API service as a new monetization stream; **achieved 125%** of annual target through pricing/packaging and enterprise adoption.
- Owned end-to-end delivery of customer-facing API products (discovery, requirements, backlog, releases, UAT), aligning engineering, QA, ops, and business to ship production-ready capabilities.
- Standardized partner/aggregator integrations and **onboarded 60+** (e.g., Amazon, Flipkart, Coca-Cola) to scale onboarding; reduced service enablement from 1–2 weeks to minutes.
- Ensured compliance with the DPDP Act and strengthened data security measures across API products, embedding privacy and protection standards into onboarding and integrations.
- Conducted on-ground customer research across 5+ cities to identify adoption barriers; translated insights into roadmap priorities that improved onboarding and product adoption.
- Designed a multi-brand vehicle verification and onboarding flow using official registry data (via VAHAN API), reducing onboarding failures by 10% and enabling add-on services.
- Researched and piloted an internal ERP product for fleet procurement and tracking, delivering 27–30% cost savings.

Marketing & Sales Intern (2 Months)

May 2023 - Jul 2023

Mozo Hunt Pvt Ltd

- Conducted competitor analysis and market research, reducing marketing cost by 35%.
- Increased enrollment of users by ~22% helping achieve 110% of sales targets.

Content Writing Intern (1 Month)

Dec 2022

Rotaract Club Delhi

- Boosted sponsorship engagement through interactive content for outreach campaigns, leading to increase the web engagement by 2.5x.

EDUCATION

MBA, Tech & Strategy

2022 - 2024

Indian Institute of Technology Jodhpur

B.Tech, Mechanical Engineering

2017 - 2021

Indira Gandhi Engineering College

CORE COMPETENCIES

- **Platform & API Product Management:** API Monetization, Platform Packaging & Bundling, Developer Onboarding, API Lifecycle Management, Usage Analytics
- **Product Strategy & Monetization:** Subscription Models, Pricing & Packaging Strategy, Revenue Optimization, Enterprise Adoption Strategy
- **End-to-End Product Delivery:** Product Discovery, PRDs & Backlog Ownership, Roadmapping, Release Management, UAT & Go-Live Execution
- **Customer & Usage Analytics:** Funnel Analysis, Cohort Tracking, Adoption Metrics, Renewal Optimization (87%+), Data-Driven Roadmap Prioritization
- **Enterprise Integrations:** ERP Integrations, Payment Gateway Enablement (via CCAvenue), Telematics Data Systems, Workflow Automation
- **Growth & Adoption Enablement:** Self-Serve Onboarding Flows, Enablement Automation (Reduced TAT from Days to Minutes), Customer Feedback Loops
- **UX & Process Optimization:** Customer Journey Mapping, Cross-functional UX Handoffs, Process Digitization, Operational Efficiency Improvements
- **Agile & Cross-Functional Leadership:** Scrum Methodology, Stakeholder Alignment, Engineering Collaboration, Vendor & SLA Management

HARD SKILLS

- **Product & Delivery Tools:** JIRA, Confluence, MS Excel, PowerPoint
- **API & Platform:** API Product Lifecycle, API Documentation, Postman, API Gateway concepts, Authentication.
- **Data & Analytics:** SQL, Dashboards & Reporting, Funnel/Adoption Metrics, Excel Modeling (pricing/packaging, forecasting).
- **Payments & Monetization:** Subscription Billing Concepts, Payment Gateway Enablement, Pricing & Packaging, Revenue Tracking.
- **Telematics & Enterprise Systems:** ERP Integration Workflows, Telematics Data (CAN Parameters), Fleet Management Modules.
- **Process & Ops Automation:** Workflow Design, SOPs, UAT Test Planning, Release/Change Management, Stakeholder Enablement
- **Collaboration & Product Tools:** JIRA, Monday.com, Figma, Balsamiq Cloud, Miro, Mural, Notion

ADDITIONAL INFORMATION

- Runner-up in the VECV Chess Competition; featured on the front page of the VECV Quarterly Magazine
- Ranked Top 5 in Kaggle Inter-Department Competition, Intellia, IIT Jodhpur

CERTIFICATIONS

- Certified Scrum Product Owner (CSPO)– Scrum Alliance
- Generative AI for Product Managers– IBM
- Generative AI Foundations & Prompt Engineering– IBM
- Foundations of User Experience (UX) Design– Google
- Product Management: Developing and Delivering a New Product– SkillUp
- Product Management: Building AI-Powered Products– SkillUp