

EDUCATION & CERTIFICATIONS		
Indian School of Business, PGP		2019-20
BITS Pilani, Information Systems		2008-12
Coursera GenAI with Large Language on LLMs, fine-tuning and reinforcement learning (Certificate)		2024

WORK EXPERIENCE	11 years
PRODUCT MANAGEMENT	

Freshworks, Staff Product Manager	Apr’24 - Present
<i>Charter : Leading Build Experience & AI Coding Agent (0-1 product) for Freshworks Developer Platform & Marketplace</i>	

Project 1 : Built Developer AI Agent from scratch (0-1) scaling to 100+ MAU with 553 marketplace apps built while driving 4X developer productivity & time-to-publish (Youtube Channel)	
<ul style="list-style-type: none">Launched Conversational AI Assistant which generates platform code, fixes errors, and provides instant answers to platform development questions driving 5000+ prompts MoM with 72% code acceptance rate & 65% positive feedback rateLaunched Idea to app with an AI-guided workflow to build integration & customisation apps. It has powered 100+ marketplace apps while reducing time-to-publish by 75% (Avg. 4 weeks to 1 week)Launched AI-assisted App Migration Engine that analyses legacy app code and migrates outdated code to new platform versions. 50+ apps migrated so far with 86% productivity (Reduced from 1 week to 1 day)	
Awards & Recognition	
<ul style="list-style-type: none">Earned Silver Award for outstanding contribution in GenAI space within Freshworks Platform	

BrowserStack, Principal Product Manager	May’20 - March’24
<i>Charter: Led App Automate, BrowserStack’s fastest growing mobile app testing product. Led two 0-1 products in App Accessibility & App Performance testing space in my 4-year tenure</i>	

Project 1: Drove 300% ARR growth (\$5M to \$20M) in 3 years for App Automate product by leading the following projects:	
<ul style="list-style-type: none">Improved sales funnel conversion by building key differentiators:<ul style="list-style-type: none">Launched key app testing features for banks & media companies, (a key user segment for the product)<ul style="list-style-type: none">Biometrics & Camera testing feature (QR code & Check scanning) on BrowserStack's mobile device cloudImplemented audio output & audio injection features on the cloud to support testing of use-cases like voice-based paymentsAchieved 2X MAU & 20% increase in monthly tests ran per customer:<ul style="list-style-type: none">Improved device & OS fragmentation coverage by supporting beta OS versions & minor iOS versionsReduced new device & OS TTM by launching device regulators featureDeveloped critical features such as network simulation and offline scenariosImproved debugging experience through access to device logs, iOS crash logs and Android log-catImproved NPS by 20 basis points (-15 to 5) via improved stability & performance:<ul style="list-style-type: none">In-depth analysis of NPS detractors and 1300 Support Tickets to diagnose problems in Stability & PerformanceImproved Test execution stability by improving video logs stability, fixing inconsistent device configurations, and intermittent network issues on cloud devicesImproved test execution performance by 10% by launching “Test chaining feature” which caches and reuses devices and scaling it to 10% of active user base	

Project 2: Launched & scaled App Accessibility Testing (0-1) to 5000+ active groups & 75K tests per month, generating \$250k RTD with 43 NPS score	
<ul style="list-style-type: none">Conducted preliminary customer and market research to define key hypotheses and outlined Alpha & Beta milestonesAcquired specialized mobile app accessibility domain knowledge to develop a proprietary accessibility rule engine from scratchBuilt E2E testing platform with key capabilities: automatic A11y issue detection, AI-assisted remediation guidance, testing on BrowserStack real-device infrastructure, and reporting dashboard	

Awards & Recognition	
<ul style="list-style-type: none">Fast-track 3 promotions: Early promotion from Associate PM to PM-I in 2021 (within 11 months). Promoted to PM-II in 2022 and revised to Principal PM in 2023 based on performance reviewEarned multiple awards for demonstrating exceptional customer obsession and deep diveConsistently rated 4 (exceeds expectations) in performance reviews across four years	

ENTREPRENEURSHIP

Opsgain Pvt. Ltd. | Co-Founder & Software Architect

Mar'16-Mar'17

IoT SaaS start-up focused on anti-theft packaging and enterprise SaaS solution to prevent e-commerce pilferage

- Developed mobile app for anti-theft packaging product with weight calibration, and Bluetooth communication
- One of the first startups to be selected for NASSCOM 10K Startups warehouse Noida Facility

SOFTWARE DEVELOPMENT

Signeasy Pvt. Ltd. | Software Engineer (iOS Mobile App lead)

Nov'14- Feb'16

Bootstrapped e-signature B2C SaaS startup serving 5M+users, graduated from Microsoft Accelerator

Project 1: iOS App featured worldwide by Apple leading to 50% growth in page impressions and 20% growth in app installs

- Developed a new device-agnostic app and used supported iPad's latest multitasking feature
- Developed iOS app with core e-signature feature to become only Indian app to come pre-installed in 400+ Apple Store devices

Project 2: Improved pricing page conversion by 15% through UX improvements & reducing crashes

- Reduced in-app purchase flow crashes by identifying key issues through analytics
- Built A/B testing feature for different pricing page designs and copy

EXTRA-CURRICULARS

- Conducted code camp for 50 underprivileged girls in collaboration with Girls Code Camp & Stanford, in Vizag, India
- Hacking ideas & writing : <https://github.com/kn-neeraj/NotionKnowledgeAssistant> & <https://www.kneeraj.com/kneeraj/Business-of-AI-2f778df12bb74d06b3a5f4a158a949ad>