Aswin A

Senior Product Manager | Platform, APIs, Integrations, AI-Enabled Products
Chennai, Tamil Nadu, India | +91 98169 23863 | aswin8995@gmail.com | linkedin.com/in/aswin-a-pm

Summary

Senior Product Manager with **9 years across product and technology**: 4 years in product management at Zelthy, rising from Associate Product Manager to Senior Product Manager, and about 5 years as a founder owning product across two startups. Owned core platform capabilities end to end on a **multi-tenant B2B SaaS low-code platform** (100+ tenants, 25,000 users, 1M API calls/day at peak) serving healthcare and pharma enterprises. Defines product vision, strategy and roadmap; works in depth on REST APIs, webhooks, third-party integrations, IAM (RBAC, SSO, MFA), workflow engines, data models, release gates and SLAs. Led 5 product managers and delivery teams of 20+ across distributed clients in Singapore, Malaysia, Vietnam, Hong Kong and Australia. Technical background (B.Tech CS, IIT Mandi; former developer) with an AI-first mindset: shipped ML-based OCR to production and prototypes LLM, RAG and agent workflows with Claude, ChatGPT, Cursor and LangChain.

Core Skills

Product Management: Product Vision and Strategy, Product Lifecycle (Discovery to Launch to Iteration), 0-to-1 Product Development, Platform Product Management, Roadmap Planning, Prioritization (RICE), PRDs, Business and Technical Requirements, Epics, User Stories, Acceptance Criteria, Backlog Management, Trade-off Decisions, Success Metrics, Customer Discovery and Interviews, Competitive Analysis, Market Research, Market Sizing, Market Segmentation, Market Requirements Document (MRD), Pricing Strategy (Usage-Based Pricing), Go-to-Market, Product Positioning, Launch Planning, Pilot and Beta Programs, Staged Releases
Platform, APIs and Integrations: Multi-Tenant SaaS, Modular Platform Architecture, REST APIs, SOAP APIs, Webhooks, API Authentication (API Keys, OAuth), API Design Reviews, Third-Party Integrations, Connector Framework, Batch Data Sync and Reconciliation, Workflow Engine (Rules, Multi-Level Approvals), Data Validation, Data Models and Schema Design, Custom Fields and Objects, App Lifecycle Management, Background Jobs, Data Migration, EHR Integrations, HL7 and FHIR (evaluated)
Identity, Security and Compliance: IAM, RBAC, ABAC, SAML SSO (Azure AD), MFA and OTP Login, Session and Password Policies, User Provisioning, Audit Trails, GDPR, HIPAA, SOC2, Validated Systems (IQ, OQ, PQ), Vendor Compliance Reviews, Privacy and Data Protection, Data Residency
Release, Reliability and Delivery: Path to Production, Dev/Staging/Production, Release Gates, Release Criteria, UAT, Release Notes, SLAs, 99.5% Uptime, Error Monitoring (Sentry), Incident Management and Post-Mortems, Bug Triage, Agile (Scrum, Kanban), Program and Project Management, Risk and Dependency Management, Change Management, Scope Control, Resource Planning, Traceability, Project Financials (Budget vs Actual, Margin, Utilization)
Data and AI: Machine Learning (OCR), Human-in-the-Loop Review, LLMs, LangChain, RAG (prototype), AI Agents, Prompt and Output Schema Design, Model Evaluation, Responsible AI, Data Lake, Batch Data Pipelines, Power BI Dashboards, SQL, Product Metrics and Analytics
Leadership: People Management, Hiring, Mentoring and Coaching, Performance Reviews, Stakeholder Management, Executive Communication, Steering Committees, Client Engagement Management, Presales, RFPs, Contract Negotiation, Cross-Functional Collaboration, Distributed and Global Teams
Tools and Tech: Jira (admin, automations), Confluence, Rocketlane, Slack, Postman, Sentry, Power BI, Figma, Draw.io, Tango, MS Excel, Trello, Asana, Notion, Claude, Claude Code, GitHub Copilot, ChatGPT, Cursor, v0, Python, JavaScript, SQL (Postgres, MySQL), Django, Vue.js, ReactJS, Docker (basic), AWS and GCP (familiar), ERPNext and Frappe, Google Analytics, Google Search Console, Google and Meta Ads

Professional Experience

Founder and Product Lead, Dhee's Pet Company | Chennai | Oct 2024 – Sep 2026

Founded and ran a made-to-order fresh dog food business; built its product, operating systems and go-to-market from zero.

- Owned product lines (**5 SKUs**, custom pack sizes), recipes, marketing and sales for a recurring-revenue business serving about 20 customers and 20 orders per month.
- Ran customer interviews and feedback loops to guide product-line, recipe and pricing decisions; calculated margin per pack and **iterated pricing twice** using margin, competitor pricing and customer input.
- Estimated the market size for fresh dog food in Chennai and wrote a market requirements document: segmented the market, selected the target segment and defined product positioning.
- Implemented **ERPNext** and extended its data model with custom DocTypes for pets, owners and pack sizes (one pet parent to many pets), linked to sales orders for personalized made-to-order fulfillment.
- Customized ERPNext with client and server scripts (Python, JavaScript) and configured manufacturing to **generate production plans automatically** from sales orders, removing about 1 hour of manual planning per day.
- Integrated a label and barcode printer with ERPNext on Linux with no vendor driver by identifying its command language and a compatible driver; built custom print formats for pack labels and cartons.
- Ran purchasing and inventory in ERPNext (suppliers, material requests, purchase orders, receipts, invoices, stock); selected and managed ingredient and packaging suppliers; automated delivery scheduling, routing and partner assignment; configured invoicing linked to sales orders.
- Built the company website with **Cursor and v0** on Astro; optimized for local SEO to reach the **first page of search results** for fresh dog food in Chennai; tracked with Google Analytics and Search Console.
- Ran Google Search and Meta ads and tracked CTR; defined customer profiles of pet parents (area, gender, income) to target campaigns and tracked leads; narrowing targeting by locality and gender improved lead quality and conversion; listed the catalog on Google and WhatsApp.

Zelthy (Multi-Tenant SaaS Low-Code Platform) | Bangalore (remote) | Sep 2020 – Sep 2024

Senior Product Manager, Oct 2022 – Sep 2024
Product Manager, Dec 2020 – Sep 2022
Associate Product Manager, Sep 2020 – Nov 2020

About 50-person startup. Platform served 100+ tenants, 25,000 users and 1M API calls/day at peak, with healthcare and pharma clients. Clients were regional arms of global enterprises in Singapore, Malaysia, Vietnam, Hong Kong and Australia.

Core Platform and Integrations

- Owned the product lifecycle and defined vision, strategy and roadmap for core platform capabilities: **RBAC, authentication, workflow engine, data models, app lifecycle management, audit trails and messaging**, designed as independent, customizable packages with pricing for each. The workflow engine supported condition-based rules evaluated at runtime and multi-level approvals routed by role and condition, used in apps such as contract management.
- Decomposed platform components into reusable modules and contributed to multi-tenancy design; wrote technical requirements and gave engineering data models and schema designs for modules such as the workflow engine; owned app lifecycle management (versioning, promotion from dev to staging to production, and rollback).

- Resolved a multi-tenant trade-off (data duplication versus per-app field flexibility) by proposing a **shared directory app** and persuading the CEO and CTO to build it; it now powers about **15 apps**.
- Delivered RBAC with attribute-based access control (row and column filters) so tenant admins across **100+ tenants** self-manage users, roles and permissions; built an approval-based user provisioning workflow.
- Delivered **SAML SSO with Azure AD for 10+ enterprise clients**; specified OTP login, MFA, password complexity policies, 1-hour session timeout and single-session login; audit trails logged every login, action and view for client admins.
- Enabled tenants and app builders to define custom fields, foreign keys and one-to-many child tables; every custom model extended a base model with built-in workflow, RBAC/ABAC, export and API support.
- Ran API design reviews with engineers on REST endpoints, webhooks, authentication (API keys, OAuth) and request and response formats; tested APIs hands-on in Postman.
- Led integration of **10+ third-party services** (Zoom, Twilio, DocuSign, SAP, Power BI, Azure AD) and client EHR systems, including inbound webhooks.
- Built a **connector framework** of reusable connectors enabled and configured from one dashboard, replacing one-off per-app integrations; used across **50+ tenants**.
- Led a daily two-way batch data sync over client SOAP APIs handling **millions of rows**, with reconciliation and alerts for failed transfers; caught a missed item-update path in the SKU sync for a patient ordering app and had it implemented.
- Evaluated HL7 and FHIR for interoperability and chose a FHIR converter per package (design stage).
- Migrated client master data (HCPs, hospitals, clinics) from Excel into apps, cleaning data, mapping columns to fields, de-duplicating and sequencing imports by foreign-key dependencies, with data validation rules for imports.

Product Delivery, Roadmap and Metrics

- Delivered **17 software packages in 8 months** (CRM, Appointment Scheduling, Messaging, CMS for Patient Education Programs); **95% of new apps adopted them** and time to deploy fell **80%**.
- Updated the product vision and new-features roadmap, contributing to **125% growth in B2B product revenue** over 3 years.
- Wrote epics, user stories, business requirements and acceptance criteria (FRS/SRS), **150+ user stories per quarter**; managed roadmap, backlog, milestones and releases in Jira under Scrum and Kanban, with traceability from release versions to epics, stories and linked test cases, and specs and release notes in Confluence.
- Prioritized the backlog with **RICE**, client input and adoption, defect and time-to-deploy metrics across 3 teams with quarterly planning; delivered **80% of roadmap commitments on time**.
- Ran **30+ customer interviews**, 5+ competitor analyses and 10+ vendor evaluations; discovery drove the move to code-based development (platform v3).
- Split a D2C app into two phases to resolve a scope-versus-schedule trade-off (SAP integration and customer onboarding moved to phase 2); phase 1 launched on time while coordinating with the client's SAP team on new endpoints.
- Resolved engineering feasibility and timeline pushback by proposing alternative technical or product approaches; engineers usually adopted them.
- Largest program: 4 engineers, 2 countries, 2 years, delivered on the committed date; launched a client program in 3 countries and rolled out a template in 5 countries.
- Worked with design to deliver **70+ designs** across apps, packages and POCs on a shared UI component library and design system; created wireframes for design discussions.

Releases, Reliability and Compliance

- Defined the path to production: release criteria, **release gates** and deployment cadence for staged releases across dev, staging and production with client UAT sign-off; reviewed QA and test requirements and advised on UAT scripts.
- Defined support SLAs (4-hour first response, 6-hour triage, resolution by impact) in contracts with a **99.5% uptime commitment, measured and met**; monitored API errors via Sentry and wrote incident post-mortems for clients.

- Owned bug triage, integration alerts and incident handling; coordinated Play Store and App Store releases and launch-readiness checks for native Android and iOS apps.
- Specified security, privacy and regulatory requirements to meet **GDPR, HIPAA and SOC2** with 100% compliance; wrote IQ, OQ and PQ validation documents for a pharma client; checked vendors against HIPAA; met data residency requirements by hosting client data in Singapore and Australia.

Data, ML and AI

- Wrote requirements for **ML-based OCR** of patient prescriptions and bills in patient reimbursement apps, **shipped to production**: evaluated vendors on price and accuracy with about 100 labelled documents; results under 90% confidence go to human review (about 10%); accuracy held at **95%**, saving about 5 minutes per document on 20+ documents a day.
- Ideated and launched **platform v3**, moving from UI-based configuration to code-based development built for AI coding while keeping full customizability, cutting internal development time from 2 months to as little as 2 weeks (up to **75%**); v3 ran alongside the previous version for backward compatibility.
- Prototyped LLM features (not shipped): ChatGPT-generated app configurations as JSON (about 70% worked without fixes after diagnosing wrong-field-type failures and fixing them with GPT-4, prompts with good and bad output examples, and a JSON schema); a chat-to-app proof of concept with LangChain, prompts and a JSON output schema; and a RAG assistant answering questions from product documentation. Compared GPT-4, GPT-3.5 and other models on output quality and selected GPT-4.
- Built batch pipelines from apps into a data lake and delivered **10+ Power BI dashboards** over millions of records for managers and regional leads; most client apps also had built-in reports and dashboards for client admins.
- Advised against sending patient data to LLMs because of security and privacy risks.

Commercial, Go-to-Market and Developer Adoption

- Initiated the shift from **seat-based to usage-based pricing**, designed the meters and tiers from market analysis, customer value and competitor benchmarks, and persuaded sales leadership to adopt it; adopted in 2 key enterprise deals and multiple RFPs.
- Supported CEO-led sales with presales, sales decks, pricing and RFP preparation, answering security and compliance sections; contributed to **2 enterprise RFP wins averaging about USD 100K**.
- Piloted configurable **app templates as a beta** with about 20 client business users; after adding training and documentation, clients built apps without support; 6 apps deployed, saving clients **USD 150K+** and adding **USD 200K+** in revenue.
- Managed **20+ enterprise solution projects valued at USD 500K+** across India and Southeast Asia; created solutions for 60+ web and mobile proposals; built cost and effort estimates, quotations and project charters; created and reviewed client contracts.
- Wrote product positioning, messaging and launch plans; for the v3 launch, wrote customer release notes and created demo videos.
- Built an open-source developer community on Discord (**50+ members**) after the platform core was open-sourced as Zango; onboarded external developers to the platform.
- Authored the platform's product documentation used by every team and developer building on it, saving **500 hours** of developer time; wrote the getting-started guide at zango.dev.

Client Engagement and Delivery Operations

- Engagement manager for **8+ global enterprise clients**, working with executives up to VP level; ran up to 5 client projects in parallel across countries with monthly steering and status meetings.
- Established Agile Scrum delivery on Jira (1-week sprints, biweekly releases, change management, scope control), reducing scope creep by **80%+**, cutting turnaround time by **30%** and increasing development efficiency by **40%**; set up QA and customer support processes.
- Standardized project documents (Project Charter, BRD, SRS, FRS, UAT, Release Document, IQ, OQ, PQ) and tools (Jira, Rocketlane, Slack, Draw.io, Tango); ran 10+ client projects in Rocketlane with customer-facing plans, client portal, time tracking and reusable templates.
- Headed project teams of 20+ BAs, PMs, engineers, designers and QAs and tracked project financials (budget vs actual, margin, utilization, change orders, revenue forecasts); **80% of projects completed**

on time and within budget.
- Delivered native Android and iOS apps with GPS and push notifications for **100+ field staff**, plus 1,000+ SMS notifications a day; most client apps were multi-language (English plus Thai, Vietnamese or Malay).
- Gathered requirements through demos, input sessions, UATs and training; wrote launch communications and supported rollouts for 10+ clients; advised pharma and distribution clients on their digital products.
- Recovered an unhappy client engagement by working through the issues on site in Thailand, then delivering a plan of quick wins and long-term fixes.

Team Leadership
- Led and mentored **5 product managers and 2 interns**; hired 3 of the PMs and ran 1:1s and feedback reviews that drove **4 promotions**; led recruitment, training and mentoring of 10+ team members; coached the PMs to use ChatGPT for PRDs and product documentation.
- Ran the PM operating rhythm (weekly product reviews, PRD reviews, quarterly roadmap reviews) and quarterly resource planning across platform packages and client apps, improving utilization by **20%**.
- Conducted performance reviews with the CEO; administered internal SaaS tools and built Jira automations and workflows; ran internal product updates and training sessions.

Co-Founder, Product and Technology, The Solar Labs | Delhi | May 2017 – Jun 2020

B2B SaaS solar design software for solar installers and EPC firms.
- Co-founded the company and led product and technical development from inception, owning roadmap, prioritization and requirements as product owner under Scrum, and estimated the market size; generated **INR 50L+ in revenue**.
- Built 3D modelling software that used satellite imagery to model roofs, place and optimize solar panels and estimate generation, with breakeven analysis in customer proposal reports; wrote production frontend and Python backend code for about 3 years; integrated the Google Maps Geocoding API.
- Built **50+ ease-of-use features**, reducing proposal creation time by **90%**.
- Ran user research, demos, onboarding and support for **400+ customers**; shadowed users and added an onboarding flow for core 3D interactions; created user personas and customer journey maps.
- Recruited, mentored and led a team of **8 developers**, interviewing 100+ candidates; ran daily stand-ups.

Projects

- **AI Job-Search Agent (Claude, 2026):** Designed an agent workflow integrated with Google Drive, Docs, Sheets and the browser that searches and scores LinkedIn jobs, maps resumes to job requirements and tracks applications, with human-in-the-loop approval gates before submission. Orchestrated four agents (fit scoring, ideal resume, tailored resume, application after approval), connected Drive and Chrome through MCP connectors, wrote a custom Claude Skill for job-fit scoring and resume tailoring, and checked fit scores against LinkedIn's match score. Used to prepare 20+ applications.
- **Breathalyser prototype (IIT Mandi):** Blood alcohol detection hardware prototype with Arduino and Raspberry Pi.

Education

B.Tech, Computer Science and Engineering, IIT Mandi | Jun 2013 – May 2017