PRIYANKA PILLAI

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PROFESSIONAL SUMMARY

Product Manager with nearly 6 years of experience across technology and product, building and scaling B2B and B2C platforms. I thrive on ambiguous problems, bringing structure through data, customer understanding and clear product thinking to move ideas towards execution. My software engineering foundation keeps me close to technology, while an early interest in AI has shaped how I approach prototyping, product development and automation. Experienced across 0→1 launches and scaled products, I bring strong ownership and a consistent focus on moving products forward.

SKILLS

Product Strategy | 0→1 Product Development | Product Roadmapping | Growth & Monetization | Customer Journey Design | Product Analytics | GTM | Market Research | Design Thinking | Agentic AI | Multi-Agent Workflows | LLM Evaluation & Guardrails | API & Systems Integration | Python |PL/SQL | REST APIs | Jira | ZOHO | Figma | CleverTap | Google Analytics | Adobe AEM | OutSystems | Postman | GitHub |

WORK EXPERIENCE

Product Manager, Motilal Oswal Financial Services [May 2023 - Present]

- Scaled Refer & Earn into a strategic acquisition channel through an end-to-end product and incentive redesign, driving **250%**+ growth in referral-led account openings, **22%** contribution to overall account acquisition, and **₹20 Cr** in Q1 revenue from referred clients' trading activity
- Led the end-to-end modernization of **12,000+** customer-facing pages, migrating the website to Adobe AEM with a scalable, modular content architecture; increased visitor-to-lead conversion by **28%**, enabled deployment-free publishing, and achieved **95+** PageSpeed scores across mobile and desktop.
- Transformed a legacy franchisee referral platform into an analytics-led dashboard, improving visibility into referral performance and driving sustained uplift across the funnel, including 104% growth in account openings, 160% growth in referral volume, and 40% growth in active referral associates
- Launched a self-service platform for bank-linked brokerage subscription plans, enabling operations to independently manage partner-specific trading rates across **10+** banking relationships; eliminated developer dependency and scaled scheme coverage **5.7x**, with subscription value reaching **₹1.1 Cr+** in Q2 FY27 MTD, up **4.2x** YoY
- Built a governed multi-agent AI product-delivery workflow spanning requirements through QA, reducing **PRD preparation and refinement from 3–4 days to ~4 hours and engineering review effort from 4–5 hours to ~2 hours**; adopted across the PM team and used across 4 deployed initiatives, including 2 end-to-end deliveries
- Reduced AI research workflow costs by 96% by optimizing API usage and integrating GenAI-led analysis for financial reports, charts, and market insights

Developer, Cognizant [Nov 2017] - [Apr 2020]

- Built 5 Salesforce CRM web pages by translating client requirements into Agile user stories and workflows, reducing information-processing errors by **30%**
- Designed and implemented a priority-task reminder system, reducing turnaround time by **38%**, while enabling daily data-load monitoring through Linux-based checks.
- Developed SQL queries and database triggers to automate customer-data validation, reducing manual effort by **64%**.

MY SIDE BUILD

- Built and deployed TripInt , a responsive travel and visa planning platform using JavaScript, Node.js, HTML, CSS, REST APIs, Playwright, and GitHub Actions. Integrated Google Flights and Hotels through SerpApi, with exchange rates, price caching, provider fallbacks, and multi-city flight, train, hotel, and budget calculations. Developed personalised visa document guidance for six European countries using official rules. Validated the platform through more than 1,400 visa scenarios, 5,000 generated routes, and physical Android, iPhone, and Mac Safari testing

EDUCATION

MBA - Business Analytics, NMIMS Mumbai, 2021-23

B.Tech - Computer Science, SRM University, 2013-17