

ROHAN KHULLAR

Product Manager | Growth, Platform & Payments | AI & Automation

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SUMMARY

Product Manager with 4+ years of experience leading platform, growth and automation products in high-scale environments. Proven track record of driving product strategy, roadmap execution, funnel optimization and AI-led automation for products serving 600K+ users and ₹7 Cr monthly GMV. Delivered measurable business impact through improved conversion, operational efficiency and user experience while partnering closely with engineering, design, analytics and business teams.

Key Impact: 600K+ Users | ₹7 Cr GMV | 73% Onboarding Conversion | 40% Lead Conversion | 15-Minute B2B Onboarding TAT

CORE SKILLS

Product Management: Product Strategy, Roadmapping, Opportunity Sizing, Prioritization, Product Discovery, GTM Strategy, Product Analytics, A/B Testing, Agile/Scrum

Growth & User experience: Funnel Optimization, User Acquisition, Activation, Conversion Optimization, Retention Strategy, Experimentation, User Research

Platform Products: Workflow Automation, Self-Service Platforms, Internal Tools, API Integrations, Platform Modernization, Business Process Automation

AI & Automation: AI Agents (LangGraph, LangChain), LLM Workflows, AI-Powered Automation, Agentic AI, Prompt Engineering, Rapid Prototyping, AI-Assisted Product Development

Leadership: Stakeholder Management, Cross-Functional Collaboration, Requirement Gathering, Product Execution

Tools: SQL, Power BI, Google Analytics, Jira, Figma, Claude, ChatGPT, Cursor, VS Code

EXPERIENCE

Airtel Payments Bank

Jul 2022 – Present

Product Manager

- Led product strategy, roadmap prioritization and execution for a high-scale B2B platform serving 600K+ users and ₹7 Cr monthly GMV, driving growth, platform scalability, automation and user experience improvements.
- Delivered platform modernization initiatives across multiple digital touchpoints, introducing automation and self-service capabilities that improved onboarding conversion from 50% to 73%, increased lead conversion from 17% to 40%, and enhanced operational efficiency through workflow automation.
- Re-engineered onboarding workflows and user journeys, increasing completion rates from 5% to 50%, reducing turnaround time from 33 minutes to 15 minutes, and significantly improving process efficiency through journey optimization.
- Built and deployed AI-powered document verification and image intelligence capabilities, reducing onboarding turnaround from 3 days to 15 minutes, lowering manual effort by ~60%, and scaling verification coverage through automated workflows.
- Improved user engagement and platform adoption through targeted lifecycle interventions, reducing inactive users by ~15% and enabling proactive identification and reactivation of high-value user segments.
- Implemented platform controls, risk-management capabilities and automation frameworks that strengthened platform reliability, improved onboarding quality and reduced operational overhead at scale.

Assistant Product Manager

- Built and launched an end-to-end inventory and ordering platform supporting catalog management, order tracking, fulfillment workflows and third-party integrations, improving operational efficiency and user experience.
- Improved self-onboarding conversion from 50% to 85% through authentication enhancements, journey optimization and error reduction initiatives.
- Built a lead-management platform processing 25K+ leads per month and leveraged user research and market insights to support product launches and roadmap prioritization.

INTERNSHIP

Performance Marketing Executive — Upscalio

Aug 2021 – Feb 2022

- Ran paid-media campaigns for D2C brands (Green-Soul, Auto-Furnish) across marketplaces; built media plans and ROAS models, and benchmarked competitors to lift engagement.

EDUCATION & CERTIFICATIONS

- MBA — Delhi School of Economics, University of Delhi (2022, 81.43%)
- Google AI Professional Certificate (Google)
- Certified Registered Product Owner (Scrum Inc.)
- Advanced Excel (CFI)

Awards: Highflyer Award – Recognized for driving high-impact platform transformation initiatives. • Certificate of Appreciation (launched lead-generation flow)