RAHUL BAREJA

Senior Product Manager │ Product Lead — Martech, CDP & AI-Driven Growth

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PROFESSIONAL SUMMARY

Product Leader with 8+ years of experience scaling B2B SaaS, Martech and CDP platforms for global enterprise and high-growth D2C brands. Influenced **$20M+ in ARR** by driving product strategy, experimentation and GTM initiatives. Led end-to-end product lifecycles for platforms processing **millions of daily events** while leading distributed, cross-functional teams to deliver measurable business impact.

PROFESSIONAL EXPERIENCE

Senior Product Manager - GoKwik

Remote, India │ May 2024 – Present

E-commerce enablement platform offering comprehensive fintech and martech solutions for D2C brands

- Owned end-to-end enterprise GTM, aligning engineering, data, sales, and partner teams on roadmap and launch priorities — increasing enterprise revenue contribution from **~5% to ~25% of total ARR** within 18 months.
- Defined and launched **KwikEngage CDP (0→1)**, architecting identity resolution, event ingestion, and user merging to enable unified user profiles for segmentation and personalization across channels.
- Secured **5 enterprise customers** from competitors by building advanced analytics (cohorts and funnels) that unlocked actionable insights and improved marketing ROI visibility.
- Drove **80% adoption** of an experimentation and governance layer (A/B testing, frequency capping) within 6 months across enterprise merchants.
- Led WhatsApp, SMS, and Mobile SDK partner integrations, increasing channel-led revenue contribution by **~20–25%** and accelerating upsells to premium plans across **50+ merchants**.

Product Manager - WebEngage

Mumbai, India │ Dec 2020 – May 2024

Leading SaaS marketing automation and customer engagement platform

- Owned the engagement platform (Email, Push, In-app, etc.) and Mobile/Web SDK ecosystem, aligning business, engineering and GTM teams on roadmap and delivery for multi-channel messaging — driving **50%+ YoY growth** in messaging volume across global customers.
- Scaled platform capabilities by launching 3 new marketing channels and optimizing 5 existing ones, resulting in a **44% reduction in customer support TAT** through UX and reliability improvements.
- Co-developed a **GenAI content assistant** that generates channel-specific, goal-aware copy, **reducing campaign creation time by ~40%** for marketers.
- Established a Voice of Customer (VoC) program, creating systematic feedback loops to inform product roadmaps and feature prioritization.
- Led company-wide Product Hour sessions to improve roadmap alignment, feature adoption, and stakeholder visibility.

Assistant Product Manager - Gupshup

Mumbai, India │ Sep 2019 – Dec 2020

Tiger Global-backed unicorn in conversational messaging and SMS space

- Launched and scaled a WhatsApp Business SaaS platform from **0 to 1**, acquiring **500+ customers globally** and processing **4M+ monthly events** within the first 6 months of release.
- Built an AI-powered SMS classifier using NLP achieving **80%+ precision and recall** across 9 categories, improving message readability and UX.
- Packaged the ML classifier as a white-label SDK, enabling OEM integrations with **OnePlus** and **Nokia** messaging apps.
- Revamped the GS consumer messaging app UX using ML driven classification, resulting in a **10% increase** in Play Store ratings.

Product Manager - Amaha (InnerHour)

Mumbai, India │ Jan 2017 – Apr 2019

#1 self-help and mental wellness app in India on Play Store

- Redesigned the flagship self-help mobile app, launching 6 structured mental wellness programs and driving a **60% improvement** in app ratings and **500K+ downloads**.
- Partnered with clinical and business teams to **2× customer retention** and increase therapy bookings by **50%**.
- Established agile delivery rituals and release cadence, enabling bi-monthly product launches across design, engineering, and content teams.

SKILLS

PRODUCT STRATEGY & GROWTH Product Vision and Roadmapping, Agile Delivery, GTM Strategy and Sales Enablement, Product Analytics	**RESEARCH AND ANALYSIS** User Persona Mapping, User Interviews, Competitor Analysis, A/B Testing, Data-Driven Decision Making
AI AND EMERGING TECHNOLOGIES Prompt Engineering, AI-based Prototyping, MVP and POC Deployments, Machine Learning Integrations	**DOMAIN EXPERTISE** Martech, Customer Data Platform (CDP), AI/ML Integrations, SaaS, B2B Product Management

EDUCATION

Bachelor of Management Studies
University of Mumbai
GPA: 3.7/4.0

CERTIFICATIONS

Product Fundamentals - McKinsey & Co.

Build Digital Products - Product School

UX Strategy & Design Thinking - IDF

Agile Scrum Master - Simplilearn