RAHUL BAREJA

Product Manager - Martech, CDP & AI-Driven Growth Platforms

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PROFESSIONAL SUMMARY

Result-driven Product Manager with 6+ years of experience building and scaling B2B SaaS martech and customer engagement platforms. Proven track record in CDP development, multi-channel communication platforms, AI/ML integrations, and enterprise GTM strategies. Expert in translating complex technical requirements into user-centric products that drive measurable business outcomes and revenue growth.

PROFESSIONAL EXPERIENCE

Senior Product Manager - GoKwik

Mumbai, India │ May 2024 – Present

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

- Led development of **KwikEngage CDP** — designed identity-resolution, event-ingestion pipelines and deterministic/heuristic user merging logic to create unified user profiles for segmentation and personalization
- Launched an experimentation and governance layer (A/B testing and frequency capping) across channels; achieved **80% adoption** among active enterprise merchants within 6 months
- Built analytics features (cohort analysis, event analytics and funnels) that surfaced actionable insights for marketers — helped close **5 enterprise merchant** accounts won from competitors within 6 months
- Owned cross-platform integrations (WhatsApp BSP, SMS and mobile SDK) and channel optimization, increasing channel communication revenue share by **20-25%**, driving upsells to premium plans and scaling to **50+ merchants**
- Led end-to-end GTM for enterprise launches: conducted user and stakeholder feedback loops, built sales enablement docs and demo playbooks, and used AI-assisted market and behavioral analysis to prioritize roadmap decisions and accelerate adoption

Product Manager - WebEngage

Mumbai, India │ Dec 2020 – May 2024

Leading SaaS marketing automation and customer engagement platform

- Led multi-channel martech communication platform (10+ channels: Email, SMS, Web Push, WhatsApp) driving **50%+ YoY growth** in messaging volume
- Launched 3 new marketing channels and optimized 5 existing ones while reducing support TAT by **44%** through UX improvements
- Co-developed a **GenAI content assistant** that crafts channel specific copy (tone and objective aware) — reduced brands' content drafting time by **approximately 40%**
- Established Voice of Customer program, creating systematic feedback loops to inform product roadmaps and feature prioritization
- Organized monthly Product Hour sessions company-wide for feature demos and stakeholder alignment

Assistant Product Manager - Gupshup

Mumbai, India │ Sep 2019 – Dec 2020

Tiger Global-backed unicorn in conversational messaging and SMS space

- Launched SaaS WhatsApp Business platform, scaling to **500 customers and 4M events/month** in 6 months
- Built AI-powered SMS classifier achieving **greater than 80% precision and recall** across 9 categories for improved message readability
- Revamped GS Messaging App with **AI/ML-powered message classifier** and UX improvements, resulting in **10% Play Store rating uplift**
- Packaged and white-labeled the AI message classifier as an OEM-grade SDK; enabled successful integrations with **OnePlus** and **Nokia** messaging apps

Product Manager - Amaha (InnerHour)

Mumbai, India │ Jan 2017 – Apr 2019

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

- Redesigned flagship self-help app with 6 mental wellness courses, achieving **60% rating improvement** and **500K+ downloads**
- Collaborated with therapy and business teams to double retention rates and increase new bookings by **50%**
- Established scrum processes ensuring bi-monthly feature releases and cross-functional project delivery

SKILLS

PRODUCT STRATEGY & GROWTH

Product Vision and Roadmap, 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