

Deven Shah

Product Manager AI Products · SaaS · Data-Driven Delivery

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SUMMARY

Product leader with 9 years building and shipping AI-powered SaaS products from conversational data assistants and sales intelligence agents to revenue automation and self-serve tooling. Currently Head of Product at Voiro, where I own strategy and delivery across AI, integrations, and core platform. Comfortable going deep on LLMs, RAG pipelines, and instrumentation as much as on roadmaps and GTM. I also build and deploy internal tools using Claude Code and Vercel giving me a hands-on perspective most PMs don't have.

EXPERIENCE

Senior Product Manager | Head of Product | *Voiro Technology* Sep 2024 to Present · Bangalore

- Lead product for an AI-first B2B SaaS platform, owning roadmap across AI features, third-party integrations, and revenue systems for publishers across India, MENA, and the US.
- Defined and shipped Voiro Genie an AI-powered conversational data assistant using RAG, vector databases, and semantic search enabling natural-language querying of revenue data for non-technical users.
- Built Sales Opportunity Agent: LLM-powered tool that surfaces missed advertiser opportunities via weighted scoring, fuzzy brand matching, churn detection, and Salesforce CRM integration improving pipeline efficiency by 30%.
- Delivered global integrations (Criteo, DV360, Kayzen, Salesforce, SFTP) expanding data coverage by 4x and improving cross-platform reconciliation accuracy.
- Built scalable revenue automation systems reducing manual ops by 40%; established n8n workflow automation and KPI dashboards that improved release velocity by ~25%.
- Launched India-first revenue workflows; scaled to MENA and expanding to the US demonstrating repeatable product-market fit across geographies.

Product Manager | *Voiro Technology* Apr 2021 to Aug 2024 · Bangalore

- Owned delivery of 25+ product features; led Mixpanel instrumentation strategy across 5 enterprise clients, cross-referencing feature requests against product analytics lexicon to drive data-led decisions.
- Led Brand Center a unified self-serve media buying platform from concept through closed beta with Zee5, JioCinema, Paytm, PhonePe, and Rooter.
- Improved platform performance by 28% through KPI tracking, user feedback loops, and iterative delivery cycles.

Senior Executive to Ad Revenue | *Disney+ Hotstar* May 2019 to Mar 2021 · Mumbai

- Owned ad revenue reporting product during high-scale events (IPL 2020, World Cup); reduced reporting turnaround by 70%.
- Built BI dashboards in Power BI and Google Data Studio for executive leadership.
- Led A/B testing and campaign optimisations; improved campaign performance by 11%.

Product Operations Analyst | *Media.net* Jul 2017 to Apr 2019 · Mumbai

- Supported product and market expansion decisions with data analysis (SQL, Apache Hive); contributed to Singapore market launch.

LIVE PROJECTS (BUILT & DEPLOYED INDEPENDENTLY)

- Release Notes Automation Tool Built end-to-end with Claude Code. Automates CSM release notes from Jira via AI generation, OTP auth, inline editing, drag-to-reorder, and multi-format export. Deployed on Vercel. Live: releasenotes-one.vercel.app
- Portfolio Site Personal PM portfolio built and deployed independently. Live: deven-shah.lovable.app

SKILLS

AI & Product: LLM Products, RAG Pipelines, Conversational Assistants, Prompt Engineering, Claude Code, Vector Databases, Semantic Search

SaaS Product: Roadmapping, Product Discovery, GTM, Self-Serve Tooling, Pricing Strategy, Stakeholder Alignment

Analytics: Mixpanel, Mixpanel Lexicon, Power BI, Tableau, QuickSight, LookerStudio, SQL

Automation: n8n, Vercel, API Integrations, Salesforce CRM, SFTP Ingestion

EDUCATION & CERTIFICATIONS

B.E. Information Technology St. Francis Institute of Technology, 2017

Product Analytics Product School | Product Management Udemy

AWARDS

Employee of the Quarter Vairo (Aug 2024) | Outstanding Newcomer Vairo (May 2021) | Employee of the Quarter Disney+ Hotstar (Nov 2020)