

NEERAJ P

Product Manager | Enterprise Platforms & AI-Native Product Execution

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SUMMARY

Engineer by training, strategist by degree, product manager by trade. ~3 years shipping AI-driven, workflow-centric platforms for enterprise clients like JioHotstar and Disney: automating processes, scaling platforms, and delivering reliably at scale. Now taking the same rigor to solo, AI-native 0→1 builds (SyncUp).

EXPERIENCE

- **Product Manager | Planetcast Media Services Limited**04/2025 – Present · Bangalore, India

Cloud-based Media Asset Management (MAM) platform for global broadcasters and OTT platforms; clients: JioHotstar, Disney, NGC.

 - Owned 0→1 development of subtitling and publishing capabilities for streaming clients (JioHotstar, Disney), lifting throughput ~50%, from ~2,000 to 3,000 content assets/day.
 - Built a live analytics dashboard surfacing pipeline funnel bottlenecks in real time, cutting decision time from 180 to 30 minutes.
 - Customized the enterprise platform for individual clients (JioHotstar, Disney, NGC), turning client-specific requirements into configured, shipped workflows.
 - Enabled 4K, HDR, Dolby Vision and Atmos for JioHotstar's regional shows by translating contract delivery requirements into a publishing-workflow migration — cutting publishing TAT by 15% and improving delivery reliability.
 - Ran customer demos and onboarding workshops for JioHotstar, Disney and NGC, converting live feedback into prioritized roadmap items; every feature released was fully adopted by clients.
- **Jr Product Manager | Desynova** (Acquired by Planetcast Media Services Ltd)01/2024 – 04/2025 · Bangalore, India
 - Co-owned roadmap prioritization and ran sprints as Scrum Master for a 25-person team, shipping 30+ sprint releases while balancing customer demand, technical feasibility, and business goals.
 - Discovered enterprise customization needs through customer research and shaped a low-code configuration layer, letting customers self-configure workflows and cutting engineering dependency.
 - Independently designed and ran an A/B test on a GenAI subtitle workflow, lifting accuracy 20% and throughput 15% and driving a system-wide rollout.
- **Data Analytics Summer Intern | Atlas Copco Group**04/2023 – 06/2023 · Pune, India
 - Built a Kirkpatrick-model system to measure training effectiveness, identifying KPIs across its three levels with the L&D division.
 - Designed Power BI dashboards giving stakeholders live access to training data.

SIDE PROJECTS

- SyncUp | Solo-built decision app for groups**2026 · Personal project

Mobile-first PWA for groups of 2–10 to agree on what to watch or eat, ranked by a “Sync Score.” Next.js, TypeScript, Supabase, Vercel.

 - Conceived, scoped, and shipped SyncUp solo, end-to-end — authored the PRD, designed the data model, and directed AI-paired engineering (Claude Code) to a live production app.
 - Architected a category-agnostic data model and matching algorithm (independent swipes → ranked “Sync Score”), built to extend from 2 launch categories to 5 more without re-architecture.
 - Set product principles in the PRD: scoped SyncUp as a decision layer that hands off to streaming and maps apps, enforced a 10-second landing rule, and specified accessibility (button alternative to every swipe, reduced motion, contrast-checked themes).
 - Instrumented a 16-event PostHog analytics taxonomy and shipped an automated 48h/7d/30d data-retention policy pre-launch, applying enterprise-grade requirements discipline to a self-directed 0→1 build.

EDUCATION

- **MBA – Strategy & Marketing | Indian Institute of Management Nagpur**07/2022 – 05/2024 · Nagpur, India
- **B.Tech – Electronics & Communication Engineering | Vellore Institute of Technology**04/2016 – 12/2020 · Vellore, India

KEY ACHIEVEMENTS

- National Finalist (Top 10 of 3,000+), IDFC FIRST Bank FAME 3.0 (2024): innovative highway-safety solution design.
- ML Research Paper (2020): 98% accuracy differentiating normal vs. cystic ovaries using ML; accepted into the IJITEE journal.

SKILLS

Product & Strategy: Product Strategy, Product Roadmapping, Go-to-Market Strategy, Customer Feedback Analysis, Prototyping | **Execution & Analytics:** Agile & Scrum, Cross-Functional Team Leadership, A/B Testing, Data Analysis
Tools: Jira, Figma, Miro, Notion, Visio, Power BI, SQL, Excel, Claude Code

CERTIFICATIONS

Six Sigma Green Belt (Lean and Quality Control tools) | Power BI Essential Training (data insights, visualization)