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SUMMARY

Product manager with 5+ years at Entri, a vernacular learning app with 15 million users, from intern in 2021 to Director of Product in 2026, building the product function along the way. I look for the recurring failure behind one-off problems and build the system that ends it. Works with technical depth, product trios, and prototype-first specs, and measures with accuracy, latency, and rubrics to hold enterprise-grade delivery. My specs start as working prototypes.

Over those five years, Entri went from a Malayalam-first exam prep app to a national platform teaching in six languages, with 10,000+ job placements, 100+ hiring partners, and a global partnership with Udemy.

EXPERIENCE

Director of Product, Entri | Mar 2026 - Present

Leads two product managers across two pillars, the learner journey and business and growth, reporting to the CPO. Built the product function ground up; introduced Shape Up cycles, product trios, and prototype-first specs.

- **Led the transition of Entri's consumer features into reusable platform capability for Udemy, working with their legal, engineering and product teams across multiple timezones.** Defined integration requirements and success metrics before scale.
- **Introduced AI evaluator for mock interviews by translating LLM workflows into prototype-first specs, replacing manual mentor grading.** Defined task completion accuracy on a custom rubric written with the mentors it replaced, the pass bar, and human-in-the-loop review before any result reaches a learner. Received a positive rating of 4.2/5 across 842 responses from 4,700+ sessions.
- **Led Entri Jobs from zero by designing and deploying a two-sided marketplace with a paid recruiter tier: automated resume building, data scraping in place of manual sourcing, AI screening calls and candidate handover.** 1,112 listings, 1,874 qualified candidates, 53,000 monthly visitors, 10 recruiters integrated with 3 paying, applications per opening improved from 2.63 to 3.6, offers moved from 138 to 204.
- **Led the consolidation of fragmented operational support channels into a single automated in-app platform.** Cost to serve per learner down 33% and capacity per staffer from 224 to 328 learners, with staff rating and NPS retained as guardrails.
- **Designed and led the shipping of Live Class QA, establishing telemetry on punctuality, camera use, attendance retention, and participation with automated breach alerts to batch owners,** leading to learners scoring above 70% rising from 46% to 63% within a single month. A pre-mortem with academic, operations and engineering leads surfaced that faculty would game any metric they learned, which decided the signals used.

Senior Product Manager, Entri | Jan 2024 - Mar 2026

- **Conceived and shipped Smart Videos, an in-video AI copilot using retrieval-augmented generation (RAG) over video transcripts, with AI summaries and the prompt systems behind them,** after learners were watching lessons at 2x to get through them.
- **Launched Interview Coach, an LLM tutor using a Socratic agent workflow that checks each answer against key concepts and gives hints until the learner gets there, rather than scoring once.** Observed 90%+ adoption among targeted cohorts, with Day 28 retention still above 70%.
- **Moved live class infrastructure from Zoom to in-house and scaled the platform to ~25,000 learners attending live each month across ~7,300 sessions,** building scheduling logic, one-tap join, attendance capture and third-party video integrations while holding reliability under load.
- **Solved attribution issues with an automated lead management system (LMS), leading to a better OKR setting process across business sub-functions.** Closed 18% lead leakage; raised SEO revenue from INR 50.3L to 78.5L a month, increased social from INR 79.3L to 2.11Cr, leads worked 31% to 70%.

Product Manager, Entri | Aug 2021 - Jan 2024

- **Designed the in-app product structure for Entri's skilling courses, which until then ran on the exam prep structure:** course packs with sections, lessons and certification, and a content dashboard the team could publish from without engineering. Later carried that structure into Elevate, the cohort model that runs live classes.
- **Redesigned signup, onboarding, and category choice for first-time internet users on low-end devices,** working from opportunity solution trees.
- **Shipped a language learning assistant in multiple vernacular languages for users new to the internet,** laying the foundation for the conversational AI products that followed.

EDUCATION

B.Tech, Computer Science and Engineering. APJ Abdul Kalam Technological University, 2017 to 2021.

RECOGNITION

- [Spokesperson for Entri in Google's Android Developer Story, 2025](#), on cutting UI development time 40% with Gemini in Android Studio.
- Chief of Staff application to Zomato went viral after the CEO retweeted it in February 2025; shortlisted, and [covered by the Economic Times](#).