PRAFULLA KUMAR

Senior Product Manager · AI-Powered Consumer Products

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SUMMARY

Senior Product Manager with 5 years shipping AI-powered consumer products across US and European markets, 0→1 platform builds, booking funnels spanning 113 countries, and 18+ language localization. Track record of out-sized, quantified impact: a $70M enterprise contract win, $3.5M/month in checkout revenue lift, and $7.2M/year in acquisition-cost savings. 3× quarterly MVP award winner, combining a user-centric, data-driven approach with strong communication and design sense.

SKILLS

Product & Growth: Product Strategy · 0→1 Launches · A/B Testing & Experimentation · Growth Loops · Retention & Lifecycle · Monetization & Pricing · Payments · Funnel Optimization · Roadmapping · Agile

AI / ML: Computer Vision (YOLO) · Recommendation Systems · Predictive & AI Pricing Models · ML Annotation Pipelines

Analytics & Data: SQL · GA4 · Amplitude · Heap · Contentsquare · Kibana · Instana · Excel

Marketing & CRM: SEO / SEM · Google Ads · Firebase · MoEngage · Klaviyo

EXPERIENCE

Way.com — Auto-fintech super-app for US car owners (parking, insurance, refinance) — Trivandrum, India

Senior Product Manager — *Apr 2026 – Present*

- Shipped an AI damage-detection assistant using YOLO computer vision that identifies scratches, dents, and tears with **85% accuracy**, building the end-to-end training pipeline from outsourced imagery and in-house annotation workflows
- Cut SEM spend by **$600K/month ($7.2M annualized)** by building organic app-acquisition loops across email journeys, web product-listing pages, and blog content, while lifting app repeat rate and eliminating app-to-web leakage to retain users in-app.
- Launched flight-aware parking extensions - ingesting customers' return-flight details to detect delays in real time and trigger proactive, one-tap extension prompts that spare travelers penalty charges - adding **$1.2M in incremental extension revenue**.

Product Manager — *Jan 2024 – Mar 2026*

- Improved checkout-page conversion by **14%** through systematic experimentation across page layout, payment options, messaging, and friction points in the purchase flow, generating an additional **$3.5M/month** in incremental revenue.
- Slashed processing costs $300K/year with first-of-its-kind Brain-tree integration routing select checkout off Stripe.
- Grew subscription attachment rate **3×** with behavior-based nudges at the checkout page, and boosted 13th-month retention **60%** by segmenting cohorts on usage patterns and running targeted life-cycle engagement across email and push.
- Secured a **$70M enterprise contract** with a lean 2-person pod (1 engineer, 1 operations) by analyzing user behavior patterns, creating targeted segmentation, and driving meaningful engagement that demonstrated platform value at scale.
- Conceptualized and executed a mathematical AI pricing model that boosted a key market's revenue by **9%**; separately led integration of a complex, Plaid-powered cash-out process with wallet, delivering an instant-payment experience for users.

Sixt R&D — €3B global mobility company: car rentals, subscriptions, and rides — Bangalore, India

Product Manager I — *Jul 2022 – Jul 2023*

- Owned end-to-end product configuration for the booking funnel across **113 countries** in collaboration with regional business teams, managing the sprint backlog and translating requirements into clear, concise user stories for engineering.
- Conceptualized and implemented an AI-driven recommendation engine that lifted search-to-product-listing conversion **3.2%** across app and web, and ran on-page campaigns and promotions improving listing-to-supplementary-offerings conversion **10.1%**.
- Reduced zero-availability instances on the product-listing page by **2%** through redirection to nearby branches and re-purposed fleet availability, and led a **7%** increase in EV conversion across the funnel by expanding EV throughput.
- Redesigned the entire Vans & Trucks flow for 15 countries, increasing throughput **6%**; improved web SEO to drive **15%** organic-traffic growth, and lifted non-core revenue **7.6%** via limited online availability on supplementary offerings.

Associate Product Manager — *Jun 2021 – Jun 2022*

- Revamped the car pickup and delivery process from extensive customer-preference research across 3 countries — partnering with UX research on user interviews and product designers on concept prototypes — driving a **52%** increase in adoption.
- Led data-driven discovery for duplicate-booking and customer-blacklist initiatives by consolidating data across multiple teams, cutting duplicate bookings **66%**, and implemented 3DS2 on payment checkout for stronger security and industry compliance.

EDUCATION

BE, Computer Science — BIT Mesra — *2017 – 2021*

- Built a Dream11 predictions app that ranked **#3 on Google Play's trending charts** (Sports category) for 3 months and crossed 10K downloads; earned a merit scholarship for 5 consecutive semesters for outstanding academics.