Viraj Magdum

Product Manager

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SUMMARY

Product Manager with 2.5+ years across AI products, operations and growth. As tech builder at AIRTH, shipped 3 products from problem to launch, including an AI WhatsApp CRM I built end to end and a warehouse system. I turn messy business problems into clear PRDs, working software and measurable results.

EXPERIENCE

Product Manager | **AIRTH Research Pvt. Ltd.** — **Dec 2025 – Present**

CAS — In-house AI CRM

- Replaced costly **Respond.io (₹3L/year)** with **CAS**, an AI CRM I built solo end to end (PRD, UI/UX, React, Node.js, PostgreSQL, AWS), now used daily by **8 people**.
- To answer **40–50 daily WhatsApp chats** without wrong replies, built an **OpenAI agent with RAG and tool calling**; it answers only from verified company data and checks live orders and prices across **1,200+ chats a month**, with human takeover.
- Designed an **auto-triggered post-sale journey**: feedback check-in at **1 month**, **upsell and cross-sell at 4 months**, with no manual follow-up.
- Moved all marketing into CAS: **campaign scheduling, WhatsApp template creation** and **auto lead follow-ups** to lift conversion.
- Let salespeople create **GST-ready quotations** in minutes from the dashboard or **inside WhatsApp** (WhatsApp Flows on WABA).

OPTRA ONE — AI field-service app

- Took **OPTRA ONE** from idea to **Play Store and App Store** with **1 SDE intern** (FDD, PRD, UI/UX); now piloting with AIRTH's team and channel partners.
- Proposed its USP: an **auto-scheduler using Google OR-Tools**, framing job assignment as a **vehicle routing problem with time windows**, and defined the **10+ rules** (skill, timing, travel, leave) it balances to cut travel and **fit more jobs per day**.
- Designed the **end-to-end UI/UX** for owners and technicians, covering job creation, live tracking, invoices, payments and AMC reminders.

Warehouse Management System

- Replaced an Excel sheet **anyone could edit** with a WMS built with 1 intern (FDD, PRD, UI/UX): one **signed-in daily ledger per warehouse for 50+ items**, used by a **4–5 member ops team**.
- Added **XGBoost forecasting** of raw-material needs from past usage and season, so stock is ordered **before it runs out**.
- Linked every raw-material receipt to its **supplier QC certificate and batch**, auto-flagging missing or failed QC.

Founder's Office — Strategy & Growth | **Harvested Robotics** · *Arali Ventures-backed agri-tech · Hyderabad* — **Jun 2025 – Oct 2025**

- Cut manual work by **45%** and turnaround time by **35%** by automating reporting, documentation, procurement and field ops with **GenAI workflows**.
- Built a **YOLO weed-detection model** (data labelling, training, evaluation) so field teams could make faster, data-backed decisions.
- Turned **120+ farmer interactions** and multi-state field trials into insight reports, speeding product improvement cycles by **25%**.
- Saved **10–12%** on procurement with vendor scorecards and comparative cost models.

Business Operations Analyst | **Sukoon Unlimited** · *Agetech community · Bengaluru (Hybrid)* — **Dec 2024 – Jun 2025**

- Raised **NPS by 22%** and **CSAT by 18%** by hiring, training and guiding **15+ Saarthis** (caregivers).
- Used **NLP sentiment analysis** on user feedback to spot pain points and churn risk early, shaping retention outreach.
- Cut turnaround time by **25%** by removing workflow bottlenecks and writing SOPs with Tech, Ops and Support.
- Built **Power BI** KPI dashboards for leadership and tuned the CRM to speed up lead response by **20%**.

Business Analyst & Marketing | **Panini AI Services** · *IT consulting · Bengaluru* — **Jan 2024 – Aug 2024**

- Improved efficiency by **25%** by turning stakeholder requirements into data-driven solutions, and cut process delays by **30%** with new SOPs.
- Built a pipeline of **250+ qualified prospects** using **Zoho CRM** and **LinkedIn Sales Navigator**, and used campaign data to sharpen **HubSpot** outreach.

LEADERSHIP

Co-Founder & Ex-President | **Artificial Intelligentsia Society** · *AI club, Presidency University · Bengaluru* — **Aug 2023 – May 2024**

- Secured **₹5L+ funding** to build **SmartAqua**, an AI + IoT smart irrigation system that cut water use by **35%** in field pilots with local farmers.
- Led **10+ AI/IoT projects** and a **15+ member team**, raising prototype success by **40%**; ran **6+ tech events** for **500+ attendees**.

SKILLS

Product	Problem discovery, PRD & FDD writing, UI/UX wireframing, roadmapping, SOP design, stakeholder alignment, 0→1 product launch
AI / ML	LLM agents, RAG, tool calling, OpenAI API, AWS Bedrock, XGBoost, YOLO, NLP sentiment analysis, Google OR-Tools (VRP)
Tech stack	React, Node.js / Express, PostgreSQL, DynamoDB, REST APIs, webhooks, AI coding agents, WhatsApp Cloud API (WABA, Flows, Meta templates), Shopify, Shiprocket
AWS	EC2, Lambda, SQS, EventBridge, CloudWatch, DynamoDB, S3, Bedrock
Analytics & tools	Power BI, Advanced Excel, Zoho CRM, HubSpot, LinkedIn Sales Navigator

EDUCATION

B.Tech, Computer Engineering (AI & ML) — Presidency University, Bengaluru — **Aug 2020 – Jun 2024**