



Phani Kumar P

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Product Manager

Product Manager with 9+ years of experience building AI-powered platforms, enterprise workflow products, and automation solutions. Built and launched WelHire, a B2B AI recruitment SaaS platform processing 147K+ CVs and 11K+ AI interviews, generating ₹1.14 Cr in internal SaaS revenue while producing 200+ enterprise leads in early GTM stage.

Experience

Nov 2023 – Present

Welspun Transformation Services

Product Manager

Led 0→1 development and GTM launch of WelHire, an AI recruitment SaaS platform automating CV screening, AI interviews, and hiring analytics.

- Built core platform including JD builder, AI CV screening, interview automation, proctoring, and analytics dashboards using microservices architecture
- Processed 147,548 CVs, conducted 11,059 AI interviews, and enabled 2,443 job postings through automated workflows
- Generated ₹1.14Cr internal SaaS revenue via usage-based pricing across enterprise deployments
- Achieved 4.5/5 candidate satisfaction rating for AI interview experience
- Launched product at GITEX Global 2025 (Dubai) and SHRM 2025, generating 200+ enterprise leads and conducting 50+ demos
- Onboarded 20+ organizations into trials with 4 enterprise customers in POC

Jan 2016 – Mar 2023

Amazon Development Center

Program Manager | Operations Transformation & Automation

Led large-scale automation and operational improvement initiatives across Vendor Payments, Selling Partner Support, and HR operations.

- Built keyword-based case routing automation achieving 95% classification accuracy, eliminating 3,500+ manual case reviews weekly
- Reduced CRTR case resolution time from 25 days to under 10 days through workflow redesign and automation initiatives
- Led POD ownership transfer project, reducing case turnaround time by 30% and improving cross-team accountability
- Scaled audit operations from 6,250 → 8,750 audits per week, reducing review time by 30% via process optimization
- Built centralized knowledge base with 200+ SOPs, enabling scalable training and operational consistency across teams
- Partnered with internal product teams to propose 20+ tool enhancements, contributing to improved workflow automation

Education

PG Diploma – Business Management | 2021

Osmania University

Bachelor of Commerce | 2015

Osmania University

Skillset

Product Management

- Product Strategy
- Roadmap Planning
- Feature Prioritization
- Stakeholder Management
- Go-To-Market Strategy

Agile Delivery

- Scrum / SAFe
- Backlog Management
- User Stories & PRDs
- Sprint Planning
- Release Management

Technology & Platforms

- AI Product Development
- Microservices Architecture
- Workflow Automation
- B2B SaaS Platforms

Tools

- Jira
- Confluence
- Power BI
- GenAI Tools

Certifications

- International Certificate in Product Management (ICPM)
- SAFe 6 Agilist
- Certified Scrum Product Owner (CSPO)
- Project Management Professional (PMP)
- Lean Six Sigma Green Belt

Language

English | IELTS Band 7.5

Hindi | Proficient

Telugu | Native