

Nayana Kumari

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SUMMARY

Hands-on technical product manager with 4+ years of experience building and scaling B2B and B2B2C AI products, with a focus on 0 to 1 development, GTM, product analytics, and rapid iteration tied to business outcomes.

EXPERIENCE

Founding PM at Vidrush AI

January 2026 - September 2026

Owined product revamp, pricing, adoption, and delivery for an AI-native video platform

Remote

- Scaled product access from **10k to 80k users/week** across a growing 900k+ waitlist, supporting infrastructure readiness, security fixes, AI-native workflows and a complete platform revamp.
- Delivered 6 core features and 4 follow-up releases through phased soft and hard launches, supporting **ARR growth from \$4.2M to \$6M in 3 months** through continuous user feedback and iteration.
- Onboarded and led AI engineering delivery, defining PRDs, technical benchmarks, team KPIs, competitive insights and release priorities while aligning engineering, design and support teams.
- Increased **higher-tier adoption from 10% to 40%** by optimizing pricing, credits and packaging.
- Reduced issue resolution time to ≤ 1 hour through support automation and in-app incident communication, cutting major service disruptions **from 24–48 hours to <6 hours**.

Associate Product Manager at Progress

August 2025 - December 2025

Led customer discovery and 0 to 1 product development for an enterprise DevOps AI agent

Bangalore, India

- Took [Opsmith](#) from [MVP](#) to [demo-ready product](#) in 4 months, translating 8 PRDs into 36 epics and validating with 10 prospective users, resulting in **3 pilot sign-ups**.
- **Validated 8 of 10 hypotheses** through 34 discovery and validation sessions, refining the ICP to enterprise SRE teams automating CI/CD under security and compliance constraints.
- Generated **40 qualified waitlist sign-ups across 3 GTM channels** and benchmarked 8 AI-agent competitors to inform product positioning and roadmap priorities.

Product Growth Manager at Blaze AI

February 2024 - December 2024

Led multi-channel GTM experimentation and product adoption for a campaign automation platform

Bangalore, India

- Launched 10 features with supporting documentation and coordinated product, SEO and email campaigns, **improving conversion by 8% and CTR by 5%** while resolving 200+ customer queries.
- Ran 20+ cross-channel growth experiments, generating 100+ sign-ups on a **\$60k annual budget**, identifying top-performing acquisition channels.
- Launched LinkedIn and Warpcast automations with 79% and 20% user adoption, converting **8 B2B pilots into 6-month paid subscriptions**, using metric-led case studies to measure customer outcomes.

Junior Product Manager at Phasio

June 2022 - January 2024

Improved SaaS workflows, enterprise integrations, and platform reliability for a manufacturing software platform

Remote

- Led 3 enterprise feature launches - ManufacturingGPT, native GST support and Flywire integration, contributing to **20 new B2B deals** through customer-led, metric-driven product requirements.
- Improved platform reliability across critical workflows with **40 automation Playwright tests**, reducing downtime and saving 8 engineering hours per sprint.
- Implemented PostHog funnel analytics and targeted Crisp resolutions, **reducing drop-offs by 24% and support issues by 80%**.

SKILLS

Product: Strategy & Prioritisation, Agile / Scrum, SDLC, [Launch & GTM](#), Funnel Optimisation, Competitive Intelligence, Stakeholder Alignment, Web & [Mobile UX](#), [AI Prototyping](#), [Workflow Automation](#), Metric-driven Specs.

AI & Technical: API Integrations, AI-assisted Development, Python, SQL, JavaScript, Claude Code, Codex, Cursor, Product Analytics (PostHog, Mixpanel, GA), Jira, Linear, Figma, Zapier, Notion.

EDUCATION

Sri Ramaswamy Institute of Science and Technology (SRM IST)

2018 to 2022

B.Tech in Electronics and Communication Engineering, CGPA - 8.76/10

Chennai, India