

VIVEK T

Product Manager · B2B SaaS · Retail and SMB

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SUMMARY

Product Manager with 5+ years at Zobaze, a mobile-first retail billing and POS SaaS with 2M+ downloads across 180+ countries. Co-own the product with the founder: problem discovery, prioritisation against retention, activation and premium-conversion goals, PRDs and specs, launch and post-launch measurement. Came up through customer success, B2B reseller sales and growth, so product decisions rest on direct customer contact. Hands-on design sense and AI-first ways of working: prototype and build UI, and automate support and customer insight with AI.

SELECTED PRODUCT IMPACT

- **New product:** Co-led Bizli from research to Play Store in one month with one Android engineer; grew it to 50,000+ downloads and ~3,000 active users, with 6–7% of active users moving into the main POS app each month.
- **Activation:** Defined activation from usage data and A/B tested onboarding nudges; monthly activation rose from 38% to 54% (+42% relative).
- **Engagement:** Launched Activity History; within 3 months ~70% of active users check it 3–4 times a week, making it a weekly retention habit.

CORE COMPETENCIES

Product: Product strategy, discovery and problem framing, prioritisation and scope trade-offs, roadmap planning, PRDs and specs, MVP definition, launch planning, developer handoff, post-launch analysis

Data & experimentation: Metric definition (retention, activation, premium conversion), event and funnel instrumentation, cohort analysis, A/B testing and nudge campaigns, app-review and support-signal mining

Go-to-market: Customer success, B2B reseller and white-label partnerships, channel pricing and commission models, onboarding and activation, Play Store / ASO fundamentals

Tools & design: Amplitude, Microsoft Clarity, Netcore, Intercom, Jira, Figma, Figma Make, Claude, Claude Design, Codex, Grok; UX/UI prototyping; built Zobaze's design system

EXPERIENCE

Zobaze Technologies Pvt. Ltd | Hyderabad, India | Mobile-first retail billing / POS SaaS

Product Manager, reporting to the founder

Mar 2022 – Present

- Co-own the core POS app and Bizli with the founder, against retention and premium-conversion goals.
- Validate with customer cohorts; write PRDs, specs, success criteria and tracking events.
- Plan weekly with the founder in Jira; read the funnel after launch.

Bizli: entry-level billing app for micro-retailers, built from zero to 50,000+ downloads (co-led with the founder)

- Discovery across India, the Philippines, Indonesia and Africa showed shops earning under ₹5,000 a day rejected POS because they believed it was built for supermarkets. Made the case to win them with a light, calculator-first app as an acquisition funnel instead of selling the full POS.
- Took Bizli from research to Play Store in one month with one Android engineer (June 2024); grew it to 50,000+ downloads and ~3,000 active users, with 6–7% of active users moving into the main POS app every month (1,000–2,000 businesses so far).

Core product: retention and activation

- Launched Activity History, a plain-language record of what changed in the shop; within 3 months of release, ~70% of active users (free and paid) check it 3–4 times a week, making it a weekly retention habit.
- Launched Stock Health Score, a card-swipe flow that makes stock updates quick; within 2 months, users updating inventory at least every 14 days rose from ~30% to ~40–45%, extending the habit from recording sales to tracking stock.
- Defined activation from usage data as 10+ items and 3–5 sales within 48 hours of creating a business, then ran onboarding nudges through Netcore to drive it; in an A/B test, monthly activation rose from 38% without nudges to 54% with nudges (+42%).

Execution

- Ran 1,000+ customer conversations across support, sales and research, the evidence base behind Bizli, Activity History and Stock Health Score.

- Spotted that the app had no design system and that this caused repeated design-engineering rework; made the case for it and built it, and new features now ship on it without that rework.

AI automation

- **AI support agent:** automated the support workflow with Grok on Intercom; it fully resolved ~40% of chats within 3 weeks of launch and cut first response time from 10 to 3 minutes, freeing the 3-person support team for premium-conversion follow-ups.
- **AI customer-insight loop:** set up AI agents that post daily and weekly summaries of customer pain points and feedback to Slack, so product decisions run on live customer signal without waiting on other teams for reports.
- **AI in design and product work:** design and prototype features in Claude Design and convert them to production Android XML with AI coding agents (Claude, Codex); shipped features this way, with engineering only wiring the data.

Startup Generalist: Customer Success, B2B Reseller Sales & Growth

Feb 2021 – Mar 2022

Early team member; built the customer-facing functions from scratch and owned early go-to-market execution.

- Built the B2B reseller channel from zero (partner selection, commission model, playbooks): 20 resellers, 2 of them white-label, across 13+ countries in the GCC, Africa and Asia within a year; it is now an independent revenue vertical run by a sales team.
- Built customer success from scratch and led a 3-person team supporting users in 180+ countries, with onboarding flows, a help centre, a tutorial library and chat automation on Intercom.
- Set up the first acquisition and product-education channels (YouTube tutorials, Play Store listing, first paid campaigns) before a marketing team existed; contributed to 2M+ downloads, mostly organic.

Zayra Decors | Kerala, India

Co-Founder

Jan 2020 – Jan 2021

- Co-founded a design-led furniture and home decor venture with manufacturing in Kerala and distribution across major Indian cities; owned customer discovery, positioning, operations and commercial decisions.

AI Muheet AI Aam Technology | Dubai, UAE

Business & Operations Executive

Mar 2018 – Dec 2019

- Gathered client requirements and coordinated with developers across three CRM and mobile-app projects, translating business needs into implementation requirements.

EDUCATION

Bachelor's Degree, Electronics and Communication Engineering, University of Calicut, 2012 – 2016