

Vinayak Bist

[Portfolio](#) | bistvinayak@gmail.com | (+91) 96399 29094 | [LinkedIn](#) | [GitHub](#)

CORE: Requirement Gathering | Business & Functional Requirements (BRD/FRD) | System Requirements | User Stories | Use Cases & Workflow Analysis | User Acceptance Testing (UAT) | Product Strategy & Roadmapping | Agile | Scrum | Data Analytics | API Integration | Event Orchestration | Generative AI | RAG | LLM | Business Intelligence

SUMMARY

Data-driven B2B Product Manager with 5+ years across insurance, e-commerce, and supply chain, specializing in requirement discovery and documentation, API and system design, and cross-functional delivery. Partners with internal and external stakeholders to translate business needs into functional and system requirements, shipping both technical and consumer-centric solutions through agile methodologies.

WORK EXPERIENCE

Product Manager | Zinnia, Noida | Apr 2025 – Present

Zinnia enables carriers and distributors to build, sell, and service insurance.

- **Product Strategy & Roadmap Ownership:** Spearheaded multi-quarter strategy and roadmap across financial and non-financial workflows; product lead for the cross-platform capability track — horizontal features that apply across every transaction rather than a single payment type.
- **Customer & Stakeholder Discovery:** Partnered with customers, Ops teams, and fellow PMs to gather requirements, shape roadmap priorities, and run demos — translating field and operational needs into functional and system requirements across a shared engineering, QA, and design pool.
- **Core Payment Capabilities:** Owned the end-to-end lifecycle for One-Time Payments, Initial Premium, AutoPay (setup, updates, cancellation), and future-dated transactions across digital channels; partnered on the **Paymentus** gateway integration to standardize payment flows.
- **API Integration & Platform Services:** Defined API request/response contracts and event payloads consumed by the UI, between microservices, and to trigger backend processes — enabling event-driven orchestration supporting **10K+ transactions/month**.
- **Event Orchestration & Ops Workflows:** Designed transaction workflows with routing rules, exception paths, and SLAs (time-to-completion **-20%**), and built an in-platform task framework digitalizing ops-carrier-agent communication
- **Quality Audit & Compliance:** Shipped automated audit and leakage detection applied platform-wide across all transactions — accuracy **+5%**, preventing **\$1M+** in annual transaction loss while maintaining compliance.
- **Activity Feed & Case Traceability:** Launched a unified Activity Feed Service capturing a chronological history of all key case actions (status changes, stage/step updates, tasks, documents, notes, exceptions, calls) plus task notifications — giving case workers a traceable event sequence that improved auditability across the case lifecycle.

Product Manager | I2O Retail, Remote | Jun 2022 – Apr 2025

E-commerce solutions company optimizing marketplace performance with automation and AI.

- **Requirements & Documentation:** Authored PRDs, BRDs, and FRDs and framed granular user stories for engineering and data-science teams, managing sprint backlogs, translating complex merchant constraints into clear specifications and accelerating feature development.
- **E-Commerce Content Management Tool:** Spearheaded a centralized Content Management Tool for pushing the same content for a product across various marketplaces, improving efficiency and driving **\$0.5M** in incremental revenue across **10+ enterprise accounts**.
- **AI-Powered Analytics & Chatbot:** Embedded LLM-driven report summaries, data analysis, and a chatbot for in-app Q&A and context-specific insights — report downloads **+30%** and higher user engagement.
- **Digital Shelf Analytics Suite:** Owned and revamped a four-module brand-protection and analytics suite across **Amazon, Walmart, eBay, and 200+ global marketplaces**, countering content hijacking for **+5%** revenue share:
 - **Price Monitor** — real-time price and Buy Box tracking across channels, flagging and enforcing MAP-policy violations using zip-code-level price clusters.
 - **Brand Protector** — automated unauthorized-seller removal across Amazon, Walmart, TikTok Shop, and 200+ marketplaces, with test-buy violation filing and an enforcement-tracking portal.
 - **Content Protector** — multi-daily PDP/listing scans against source-of-truth systems (Salsify, Syndigo), consolidated alert digests, and Buy-Box-prioritized fix queues.

- **Growth Accelerator** — unified 1P+3P analytics dashboard with custom segments, automated weekly business reviews.
- **QA, UAT & Delivery:** Instituted user acceptance testing, unit testing, and code reviews across releases (post-launch bugs –40%), built executive performance dashboards, and ran MVP proof-of-concepts to validate roadmap bets early.

Analyst, Control Tower Operations | Tata Digital | Feb 2022 – Jun 2022

Tata Group's digital commerce arm unifying operations across its consumer brands.

- **Supply-Chain Data Integration:** Integrated supply-chain data across four Tata brands (Croma, Tata CliQ, 1mg, BigBasket) into a central repository powering control-tower operations.
- **Operations Monitoring & Forecasting:** Monitored first-mile and last-mile operations and drove planning, forecasting, and process control — publishing timely performance visibility and surfacing improvement opportunities.

Analyst | Shiprocket, New Delhi | Dec 2020 – Feb 2022

India's top logistics aggregator, optimizing shipping for e-commerce businesses.

- **Analytics & Dashboards:** Built and owned end-to-end supply-chain KPIs and Tableau dashboards (first-mile, last-mile, NDR, weight), driving ~8% growth in delivery conversions and reducing insight turnaround time by 50%.
- **Cost & Price Engineering:** Led price engineering, carrier negotiations, and competition analysis to cut cost per shipment by 11–12%, and implemented cost-optimization projects saving 5–7% in expenses.
- **Requirements & Cross-Functional Delivery:** Modeled supply costing and authored/validated BRDs for new initiatives (Cost Master, Pincode Master, B2B, FM Aggregation); partnered with founders, SVPs, and PMs and managed a team of analysts.

PROJECTS

[Chanakya — AI Strategy & Architecture Advisor](#) · React, OpenRouter, Langfuse, AWS (CloudFront + EC2)

- **What it does:** Converts unstructured enterprise business problems into production-ready AI architecture recommendations — pattern selection, stack decisions, cost modeling, risk assessment, and implementation roadmaps — in under 60 seconds.
- **How it's built:** Multi-agent pipeline orchestrated using OpenRouter for LLM selection, Langfuse observability, and a React frontend on AWS.

[Arjun Resume AI — AI Career Platform](#) · React, Express, PostgreSQL, Firebase Auth, OpenRouter (GPT-4o-mini), Langfuse

- **What it does:** Ingests a user's roles, projects, and achievements (PDF/DOCX/text) and applies LLMs for structured fact extraction, semantic dedup with fuzzy matching, intent-first profile building, and ATS-optimized tailoring that auto-iterates until the match score clears threshold.
- **Automation:** A 2-hour cron pipeline reads Gmail job alerts, scrapes full JDs, tailors the resume, scores, and delivers.
- **Monetization:** B2B licensing to university career departments and an anonymized skill-gap insights marketplace.

SKILLS & TOOLS

Product: Requirement gathering · BRD/FRD · user stories · use cases & workflow analysis · UAT · roadmapping · backlog management · Agile/Scrum · A/B testing · stakeholder management

Data & AI: SQL · Python (Pandas, NumPy) · Tableau · KPI frameworks · Generative AI · RAG · LLM orchestration · multi-agent pipelines · OpenRouter · Langfuse

Platform & Eng: REST APIs · event-driven orchestration · microservices integration · React · Express · PostgreSQL · Firebase · AWS · Figma

EDUCATION

DIT University, Dehradun — B.Tech, Computer Science 2015 – 2019

Certifications & Leadership: Udemy — Business Analysis & Business Intelligence · Co-founder, LiftYaar & Doon Book Bazaar · Android instructor, Google Developer Student Club.