

Aayush Khera

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Professional Summary

Product and strategy professional with 7 years across early-stage startups, enterprise SaaS platforms, and automotive product development, spanning 0→1 builds, scaled platform delivery, and regulated enterprise environments. Track record of translating complex business and user needs into shipped product outcomes across Life Sciences, LegalTech, and Automotive domains. IIM Kozhikode MBA. PSPO I and PMP certified.

Work Experience

Cognizant

Gurugram, Haryana

Senior Product Consultant

August 2025 – Present

- Drove end-to-end product delivery for a regulated Life Sciences platform, from discovery through production release, ensuring compliance requirements were scoped, prioritized, and shipped on time across engineering and QA teams
- Led product discovery workshops with **10+** business stakeholders, capturing **130+** functional requirements and **90+** operational pain points, reducing downstream rework by **~25%** and accelerating stakeholder sign-off across delivery teams
- Translated business and compliance requirements into epics, user stories, functional specifications, and traceability documentation, reducing ambiguity across engineering handoffs and ensuring audit-ready delivery at every release gate
- Owned product backlog prioritization and feature scoping across engineering and business teams, improving sprint planning efficiency and delivery predictability by **~20%**
- Orchestrated Agile delivery cadence across sprint planning, PI planning, and retrospectives, achieving on-time release commitments across **4** consecutive delivery cycles with zero missed production gates
- Reduced late-stage rework by **~30%** and accelerated UAT-to-production timelines by **~20%** through structured release governance, outcome-based validation, and deployment readiness assessments
- Synthesized product KPIs, operational metrics, and user feedback to drive roadmap prioritization, ensuring high-impact features were sequenced ahead of lower-value scope
- Identified cross-team dependencies across engineering and business stakeholders, proactively resolving delivery risks and improving coordination across multiple workstreams

Nissan Digital India

Trivandrum, Kerala

Product Owner | Product Information Management & Pricing Platforms

March 2024 – June 2025

Product Information Management (PIM) System :

- Owned **product strategy and roadmap** for global **PIM** solution, serving B2B stakeholders across multiple regional markets, improving product data quality by **~16%** and digital experience for downstream marketing and dealer teams by **~25%**
- Led end-to-end product delivery of a centralized Digital Asset Management and Data Authoring platform, generating **~€1.6M** in annual cost savings while improving operational efficiency by **~88%** through workflow automation and content standardization
- Implemented **AI-powered metadata tagging** and intelligent asset classification, reducing digital asset retrieval time by **~70%** for global marketing teams across regions, improving content discoverability and brand consistency at scale
- Accelerated new product launches by **~40%** by introducing automated product validation pipelines, improving data quality and reducing manual interventions across the product lifecycle
- Authored **PRDs**, user stories, wireframes, and API specifications across PIM and DAM modules, aligning Engineering, UX, Marketing, and Compliance teams around a single source of product truth and accelerating feature sign-off cycles
- Synthesized feature adoption data, customer feedback, and support trends to drive quarterly roadmap reviews, consistently deprioritizing low-usage features and reallocating capacity to high-impact enhancements

Spare Parts Pricing Management System :

- Spearheaded **Pricing Management System** development, streamlining pricing workflows and improving operational efficiency by **~30%** while reducing manual effort by **~65%**
- Designed and launched **AI-driven pricing capabilities** that reduced pricing errors by **~40%**, improved forecasting accuracy by **~20%**, and enabled data-driven pricing decisions across multiple business units
- Developed real-time pricing intelligence and profitability dashboards that reduced annual revenue leakage by **~€500K**, providing business leaders with actionable commercial insights
- Led modernization of legacy pricing capabilities into **cloud-native services**, authoring detailed product requirements and API specifications that enabled Engineering teams to deliver scalable, SLA-compliant pricing infrastructure without rework
- Transitioned pricing operations from **reactive manual updates** to an **AI-enabled optimization framework**, increasing overall profitability by **~11%** while improving governance and pricing consistency

Maruti Suzuki India Limited

Gurugram, Haryana

Product and Strategy Manager | EVs and Hybrid Vehicle Development

July 2018 – February 2023

- Defined Product Strategy for EVs and Hybrids by combining customer usage insights, vehicle telemetry, simulation models, and competitive benchmarking, achieving a **~34% improvement in drive range** and a **~36% increase in fuel economy**
- Analyzed embedded vehicle telemetry and customer feedback to surface performance gaps, translating findings into control strategy improvements that delivered **~21% increase in customer satisfaction scores**
- Conducted competitive analysis across **10+** global EV platforms, translating market intelligence into actionable product recommendations that influenced future vehicle development strategy
- Built interactive Power BI dashboards integrating vehicle performance, testing, and customer feedback data, enabling data-driven product prioritization and roadmap decisions
- Mobilized **11+ R&D teams** across a multi-workstream program, resolving cross-team blockers and compressing average decision cycles by **~29%**, keeping product delivery on schedule across simulation, software, and testing tracks
- Spearheaded IGNITION, an internal brand advocacy program, defining product content strategy that drove **~45%** cumulative growth in digital reach across outreach platforms

Startup & Advisory Experience

Ligit AI

Gurugram, Haryana

Chief Product Advisor

July 2025 - November 2025

Ligit is an AI legal assistant for Indian market: "The Paralegal You Never Had."

- Led **end-to-end 0→1 product journey** for an AI-powered legal assistant, defining product vision, positioning, customer segments, and MVP strategy from concept to launch, grounded in competitive analysis across Harvey AI, Lucio, and Jurisphere
- Conducted **30+ customer discovery interviews** with Supreme Court advocates, corporate lawyers, and litigation professionals, translating insights into a **RICE-prioritized roadmap** and authoring SOPs for user onboarding and customer support
- Architected a scalable **five-tier pricing and packaging strategy**, projecting **46–89% gross margins** through token-cost optimization and enterprise pricing models
- Delivered product demonstrations and investor presentations to Tier-1 law firms and VC firms, securing an enterprise pilot and contributing to active fundraising conversations with Eximiusvc and Elevation Capital
- Built end-to-end **GTM funnel** covering awareness, activation, and retention, developing segment-specific messaging for individual advocates, corporate law firms, NLU faculty, and court chambers that drove early adoption across **15+** legal professionals
- Designed **AI-powered contract drafting workflows** across **25+ legal document types**, cutting drafting time from hours to minutes for early adopters and eliminating manual formatting errors that previously required lawyer review

Education

Indian Institute of Management, Kozhikode

March 2024

Master of Business Administration. GPA: 3.405

Thapar Institute of Engineering and Technology, Patiala

June 2018

B.E. Mechanical Engineering. GPA: 8.70

Certifications

- **Professional Scrum Product Owner™ I (PSPO I)** | Scrum.org™
- **Project Management Professional (PMP)®** | Project Management Institute (PMI)
- **Lean Six Sigma Green Belt (CLSSGB)** | TÜV SÜD

Skills and Tools

Product Management: Product Strategy · Product Discovery · End-to-End Product Ownership · Product Road-mapping · MVP Definition · Feature Prioritization · Stakeholder Management · GTM Strategy · PRDs · UX Wireframing · Agile · PI Planning

AI/ML & Data Analytics: Prompt Engineering · AI/ML Integration · OpenAI API · ChatGPT · Claude · Predictive Analytics · Customer Analytics · Data Visualization · Python · SQL

AI Build Tools: Lovable · Replit · Emergent

Tools: JIRA · Confluence · Figma · System Design

Leadership & Recognition

- **Product Workshop Lead, Nissan Product Council:** Designed and conducted **product teardown workshops** for **40+** members, analyzing digital products like Google Workspace, Blinkit, Amazon Pay, and Amazon Music, building structured product analysis capability and establishing a repeatable teardown framework adopted by the team



- Recipient of Maruti Suzuki's **ACES Award (1 in 20,000 employees)** for leading development of next-generation R&D facility
- **Fast Track Promotion (Top 1% of employees):** Recognized for exceptional contributions to EV & Hybrid Vehicle development at MSIL
- **CEO Award** for leading a 4-member cross-functional team to ensure uninterrupted product development during COVID-19 pandemic