

## MAYUR KAKKAD

Behaviour-Driven Product Leader | Farmer-Centric Digital Platforms | AI Product Innovator  
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### PROFESSIONAL SUMMARY

Dynamic Product Manager with 4.5+ years of experience scaling digital platforms to millions of users across 10+ countries. Known for behaviour-led product adoption, translating farmer insights into intuitive UX, and driving measurable growth. Independently built 4 AI-powered applications under *AI Labs*, showcasing founder-level creativity, technical execution, and problem-solving. Recognized for blending corporate discipline with entrepreneurial innovation, making me a strong candidate for impact-driven technology roles.

### CORE EXPERTISE

- **User Research** – Deep field engagement, interviews, usability feedback, adoption barrier analysis
- **Product & UX Development** – Feature prioritisation, onboarding flows, pilot launches
- **Adoption & Growth** – Behaviour-led engagement, campaign coordination, service conversion
- **AI Product Innovation** – Built 4 independent AI-powered apps (FinSense AI, Kaal, DhanLa, KuKuDu-Ku)

### PERSONAL AI PRODUCT INNOVATION PORTFOLIO | Mar 2025 – Present

Independent initiative under AI Labs, demonstrating founder mindset and technical creativity.

- **FinSense AI** – Conversational financial advisor analyzing SMS transaction data and gives personalized insights based on the expenses
- **Kaal** – Predictive analytics app generating personality trait profiles from DOB & time inputs
- **DhanLa** – Inventory management + POS system with demand forecasting for small retailers
- **KuKuDu-Ku** – Voice-controlled interactive game showcasing real-time input processing
- Additional products currently in development

### PROFESSIONAL EXPERIENCE

#### Product Manager | Outworks India Pvt. Ltd. (Client: Syngenta)

*Apr 2025 – Present*

- Directed Cropwise Grower app strategy, balancing local needs with global roadmap
- Boosted retention by 30% via GPS-based onboarding and automated geo-hierarchy updates
- Piloted AI chatbot features, refining adoption through analytics-driven feedback loops
- Partnered with 20+ cross-functional stakeholders to deliver adoption-focused releases
- Increased service conversion by 18% through targeted UX improvements

## IT Business Analyst / Product Owner | Outworks India Pvt. Ltd.

Oct 2021 – Mar 2025

- Scaled Cropwise Grower app to 3M active users across 10+ countries
- Delivered high-value features: AI chatbot POC, crop library, retailer locator, drone booking
- Built CMS improving content ops efficiency by 40%, enabling faster localized updates
- Coordinated global stakeholders via Scrum ceremonies, ensuring delivery aligned with priorities

### TECHNICAL SKILLS

- **Product/Delivery:** Agile, Scrum, Stakeholder Management, UAT, Roadmap Coordination
- **Analytics:** Amplitude, Adjust, QlikSense, Firebase
- **Tools:** Jira, Confluence, Figma, Visio, Python
- **Soft Skills:** Expert in precise AI Prompting, Good in communications.

### ACHIEVEMENTS & RECOGNITION

- Promoted to Product Manager at Outworks India Pvt Ltd after scaling adoption and delivering measurable impact for Client Syngenta Pvt Ltd.
- Launched Cropwise Grower app in 3 countries independently as BA with no PM supervision in 2024 for Client Syngenta Pvt Ltd
- Received **Pat on the Back** award for (Loyalty Scan & Win) feature from (Syngenta – 2021),
- Built an **Excel macro**, saving **2 hours/day** for 23 employees on a daily task (Aecom - 2021)
- Received **Collaboration & Customer Focus** at (Emerson - 2020)
- Received **Best Performer** (Tech Eagle Pvt Ltd - 2018)

### CAREER SNAPSHOT

- Project Accounting Analyst Senior – AECOM India Pvt. Ltd. | Mar 2021 – Oct 2021
- Officer Project Administration – Emerson India Pvt. Ltd. | Mar 2020 – Mar 2021
- Project Accounting Assistant – Stantec India Pvt. Ltd. | Jul 2014 – Mar 2020
- Process Executive – Infosys BPO Pvt. Ltd. | Feb 2013 – Jul 2014
- Faculty – Motion Clips Pvt. Ltd. | Apr 2012 – Jan 2013
- Faculty – Impetus IT Services Pvt. Ltd. | Apr 2011 – Apr 2012

### EDUCATION & CERTIFICATIONS

- Master of Commerce (Accounting & Finance) – Mhalsakant College, Pune (2016)
- Certified Business Analyst – Agile & Scrum Fundamentals

### ADDITIONAL NOTE

Open to roles combining user research, behaviour-led product design, and AI-driven innovation in agri-tech or impact-focused technology businesses.