

PRAKHAR KOTHARI

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AI-native Product Manager and software developer with 6 years of technical product work across AI products, platform products, developer tools, B2B SaaS, and data platforms. Drove product discovery, stakeholder management, structured problem solving, SQL-driven analytics, and cross-functional communication with Engineering, Design, Data Science, GTM, and sales teams, and shipped technical projects from user research to launch. Delivered products that generated \$5M+ ARR, scaled to 2.5M+ users, and created \$10M+ in efficiency gains.

EDUCATION

Joint Degree MBA + MS in Artificial Intelligence

Expected Mar 2027

Kellogg School of Management and McCormick School of Engineering, Northwestern University | Dean's List - CGPA 3.89 | IL, US

Electives: Deep Learning, Applied AI for business, Data-Intensive Systems, AI Agents, Strategy, Tech Product Management

Projects: Built AI products including a codebase intelligence platform, an API batching engine to cut costs, a multi-agent research pipeline leveraging A2A protocol and harness, internal AI tooling, and LLM based applications, deepening expertise in prompt engineering, context management, agent orchestration, model evaluation, AI workflows, and developer tools.

Bachelor of Technology in Electrical Engineering

May 2015

Indian Institute of Technology | Distinction | Patna, India

EXPERIENCE

Product Management Consultant | India and UK

May 2023 – May 2025

Led discovery and data driven product development across 3+ organizations:

AI-powered procurement automation for Zetwerk (Global \$3B manufacturing marketplace)

- Led product discovery for an AI-enabled sourcing platform by conducting 30+ interviews with buyers, suppliers, and internal teams to map design-to-procurement workflows and identify bottlenecks in part discovery, spec retrieval, and sourcing decisions.
- Owned delivery of data retrieval workflow that extracted and indexed metadata from 3D CAD, drawings, and technical documents, and enabled RAG-based search across specs, reducing procurement cycle time by 32% while driving \$10M+ in efficiency gains.

Smart salary allocation tool for \$4.5B digital bank

- Owned product requirements and launch planning for a personalized salary allocation feature, authoring 10+ PRDs and partnering with Engineering and Design through delivery to drive adoption and 22% increase in MAU in the first quarter after launch.

Head of Product and Co-Founder, Club Khel (Pilot stage EdTech venture) | London, UK

Jan 2023 – May 2025

- Co-founded an EdTech venture incubated at Imperial College London; led market research, competitive analysis, user journey mapping, and 50+ user interviews to define product strategy, MVP scope, and success metrics for a play-based learning platform.
- Led pilots across 10+ primary schools serving 700 students, using user feedback loops and A/B testing to prioritize features across peer learning and progress tracking, achieving high retention with 45% DAU/MAU and improving math proficiency by 35%.

Product Manager, Leena AI (Series B, Bessemer-backed B2B HR-Tech firm, Gartner Leader) | Delhi, India

Jan 2021 – Oct 2022

Transitioned from Senior Software Developer to Product Manager after demonstrating strong product sense

- Led product discovery, competitive analysis, roadmap definition, and go-to-market strategy for Employee Engagement and Surveys, presenting recommendations for executive buy-in and scaling the product to \$2M ARR in 10 months across 90+ global enterprises.
- Owned roadmap prioritization for the flagship HR virtual assistant v2.0, leading a 10-member cross-functional team across Engineering, Design, and Business and authoring PRDs for 25+ features that drove \$3M in annual revenue and added 1.5M new users.
- Defined the business case and ML roadmap for an NLP-driven attrition prediction offering for 2 Fortune 500 clients, translating workforce data and employee feedback into a retention-focused solution projected to deliver \$15M+ in savings.
- Identified onboarding friction through 25+ customer discovery sessions and prototyped new employee onboarding flows that reduced completion time by 48%, securing executive buy-in for roadmap prioritization.
- Re-architected the platform into scalable microservices to support 250% user growth, introducing caching and database performance improvements that cut API response times by 40% and maintained 99.9% uptime during peak demand.
- Developed an enterprise-grade design system with 150+ reusable components in collaboration with UX research, speeding up feature development by 60% while standardizing user experience across products.

Software Developer, Unacademy (Series H, Indian EdTech pioneer, \$3.44B valuation) | Bengaluru, India

Dec 2018 – Dec 2020

- Built and iterated end-to-end features to enhance core web and mobile product experiences across authentication, content, onboarding, and payments; automated CI/CD pipelines supporting subscriber growth from 40K to 500K in 6 months.
- Led user research, SQL-based product analytics, and data pipeline development to define use cases and launch a progress analytics dashboards, increasing student engagement by 120%.

LEADERSHIP AND ACHIEVEMENTS

- Ranked in the top 0.3% among 700K+ candidates twice in India's Civil Services Examination, building strong analytical depth across economics, polity, sustainability, and physics.
- Captained school and IIT Patna basketball teams, leading 4 regional tournament wins and mentoring 40+ players; state-level swimmer.
- Lead guitarist for IIT Patna rock band "Dark Entity"; created 5 original compositions and performed 10+ live gigs.

Skills - Product: discovery, roadmap prioritization, PRDs, stakeholder management, user research, GTM, A/B testing, experimentation; Technical: SQL, Python, APIs, TypeScript, AWS, Docker, Figma, Excel, Agile, system design, cloud infrastructure, microservices, analytics; AI: NLP, RAG, vector databases, computer vision, agent orchestration, prompt engineering, context management, model evaluation