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SUMMARY

Product Lead building AI systems that make structured decisions in regulated commerce. Today owning cross-border infrastructure at Swap across \$286M+ GMV. Recent production AI: 40% duty/tax accuracy lift on LLM-powered HS classification, 70% reduction in global customs holds via LLM-generated customs descriptions. 13 years across engineering and product, engineering-trained, comfortable from architecture reviews to CPO-level reviews.

WORK EXPERIENCE

Product Lead, Swap Commerce (Series C Startup, raised \$149M)

2025 - Present, Singapore

Lead cross-border commerce infrastructure at Swap across 1.1M+ orders annually for merchants selling into US, UK, EU, ANZ. **Cross-functional squad of 17** (2 PMs, 12 engineers, 1 designer, 2 QAs).

- Shipped LLM-powered HS code classification and VAT exemption logic across catalogs of 500–50,000 SKUs per region. **Improved duty/tax accuracy by 40% and cut manual SKU review by ~60%** — production AI in a regulated commerce domain, not a prototype.
- Shipped LLM-powered customs description generation on commercial invoices, replacing manual and error-prone merchant entry. **Cut global shipment customs holds from incorrect descriptions by 70%**.
- Recovered enterprise pipeline previously lost to Global-e by positioning Swap as platform-agnostic pricing and compliance infrastructure. **Onboarded 16 enterprise merchants to production to date.**
- Opened Swap's enterprise **segment by shipping Magento as the third storefront platform** alongside Shopify and Avalara. Designed production-scale data contracts and event-driven sync for orders, tax, pricing, and discounts. **Onboarded 10+ enterprise merchants in Q1 post-launch.**
- Drove the product strategy for multi-region pricing and checkout, defined split-shipment tax logic for high-SKU catalogs. **Reduced platform fees by 20% and grew merchant self-serve adoption by 35%.**
- Built automated US tax threshold monitoring and registration workflows across 50 states and 13,000+ jurisdictions. **Cut merchant time-to-go-live from 3 months to 2-3 days (97% reduction)**, removing a key sales blocker for enterprise deals.

Product Lead, Commercetools Pte Ltd (B2B headless commerce platform)

2023 - 2024, Singapore

Product Manager, Commercetools Pte Ltd

2022 – 2023, Singapore

Led product strategy and roadmap across APIs, SDKs, developer tooling, and platform observability for a global B2B headless commerce platform serving enterprise merchants.

- Stepped up to lead a cross-functional group of **4 PMs as an Interim Head of Product for 3 months** across developer experience and platform observability. Set quarterly goals, ran roadmap prioritization, represented the function in CPO-level reviews.
- Launched LLM-powered agent that auto-generates SDK integration code, eliminating manual API integration work for first-time developers. **Reduced developer time-to-first-integration by 10% across the global customer base.**
- Pitched Observability Platform for SDKs to CPO as a strategic revenue upsell and delivered to production. Reduced merchant **MTTR from 4 hours to 45 minutes (81% reduction)** across high-traffic enterprise merchants.

- Defined and validated Developer Portal strategy through data analysis, user research, and A/B testing of portal flows. **Drove 50% improvement in developer engagement and 40% reduction in onboarding friction.**

Product Manager (AVP), OCBC Bank

2021 - 2022, Singapore

Owned Connect2OCBC, OCBC's open-banking API platform serving fintechs, SaaS partners, and enterprise clients. The platform powers 200+ partners across APAC and ~600K daily API calls. Cross-functional product leadership across engineering, compliance, legal, and partnerships.

- Drove API portfolio expansion, developer experience improvements, and sandbox tooling work. **Moved OCBC from Quadrant 3 to Quadrant 4 in InnoPay's annual open banking benchmark.**
- Onboarded fintech and SaaS partners onto Connect2OCBC during the platform's expansion phase. **Grew live partners 20% during tenure.**
- Led documentation overhauls and prioritized work on the most-requested endpoints. **Grew targeted API consumption by 10%.**

Software Engineer → Product Manager, EPAM Systems | DBS Bank

2019-2021, Singapore

Engineer on EPAM's engagement for DBS Bank Singapore, building the bank's B2B credit risk platform. Developed the risk limits module automating risk officer workflows. Built prototypes and product UX, transitioned internally to Product Manager, led a cross-functional team across engineering, design, risk, and compliance. Completed Product School's Product Management Certificate (2021) during this role.

Earlier: **Kronos Solutions, Lead Software Engineer (India, 2015–2019)**
Dell International Services, Software Engineer (India, 2013–2015)

SKILLS

Product Leadership & Strategy: Product Management, Product Leadership, Product Strategy, Roadmapping, Product Discovery, User Research, A/B Testing, Funnel Analysis, OKRs, KPIs, 0-to-1 Product Development, PR/FAQ, Go-to-Market (GTM), Multi-region Product Launches, Agile, Scrum, Product-led Growth, Stakeholder Management, Cross-functional Leadership, Data-driven Decision Making.

AI, Platform & Commerce Product: AI Product Management, LLM Workflow Design, Generative AI, AI/ML, RAG Pipelines, Prompt Engineering, AI Evaluation, Agentic Workflows, Headless Commerce, API Product Management, SDK Product Management, Developer Experience (DevEx), Platform Integrations, B2B SaaS, REST APIs, Webhooks, Event-driven Architecture, Observability.

Domain, Technical & Tools: Cross-border Commerce Tax & Customs, Compliance Automation, Fintech, Banking APIs, Open Banking, Regulated Industries, Risk Management, Java, TypeScript, Angular, Microservices, SQL/PostgreSQL, Productboard, JIRA, Confluence, Notion, Figma, MIRO, Mixpanel.

CERTIFICATES

- AI Prototyping for Product Managers - Maven, 2025
- Product Management Certificate - Product School, 2021
- AWS Solutions Architect Associate, 2020
- Oracle Certified Java Programmer (OCJP), 2014

EDUCATION

Bachelor of Technology (Electronics & Communications Engineering)

Uttar Pradesh Technical University, 2008 - 2012, India