Mani Keerthan Chittampally

Dallas, Texas, United States | manikeerthan.connect@gmail.com | (765) 696-3260 | github.com/mani-kc | linkedin.com/in/-manik | nikch.com

PROFESSIONAL SUMMARY

Product Manager with 5+ years building 0-to-1 and growth products across AI, enterprise SaaS, fintech, and digital platforms. I turn ambiguous customer and business problems into clear product direction through discovery, user research, requirements, prototyping, prioritization, and cross-functional delivery. Comfortable working across business, design, engineering, and data teams to launch practical, scalable products that improve customer experience and create measurable business value. Open to relocation anywhere in the U.S.

WORK EXPERIENCE

JK Tech | Product Manager, AI & Enterprise Platforms (Consultant) | Dallas, TX, USA Apr 2026 - Present

Managed a $600K enterprise product portfolio spanning presales, sales enablement, vendor platforms, and AI-led data modernization for Varsity Brands and other clients.

- Won the Varsity Brands Fieldhouse engagement by translating business needs into product requirements and selling the concept through an on-site presales prototype and client pitch.
- Shipped Fieldhouse to 3,000 sales representatives supporting a $2.5B business in two months by leading a 3 person delivery team through discovery, prioritization, client workshops, and product delivery.
- Unlocked Ontologos' first client in 4 weeks after six months at the vision stage by repositioning the product and building a minimum sellable prototype for AI-led legacy-to-cloud data transformation.
- Demonstrated enterprise-scale data-management feasibility in 2 weeks by prototyping RAG-based schema mapping, retrieval, lineage, reconciliation, and data-quality workflows across 12 domains, 20 entities per domain, and 66 attributes per entity.
- Reduced projected vendor-platform implementation costs by 34% across four scope revisions by prioritizing essential supplier workflows against customer value, technical dependencies, delivery effort, and deferrable capabilities.

Diamond Challenge | Product Advisor - Payments | Seattle, WA, USA Jan 2026 - Mar 2026

Advised a student fintech venture on product strategy, payment economics, prototyping, and merchant-led go-to-market execution.

- Helped the team finish second in the Diamond Challenge by pivoting an infeasible cross-app concept into a unified P2P and merchant-payments product through ecosystem research and competitive analysis.
- Established a commercially viable payments model by combining a $3.50 unlimited consumer plan with 1.8%-2.5% merchant fees and evaluating RTP, FedNow, and Request for Payment rails with modeled transaction costs below $0.10.
- Achieved 90% comprehension of the instant, no-fee payments proposition and proposed sub-10-second onboarding by prototyping payment, confirmation, and recovery flows using Figma Make and Claude Code.

Purdue University | AI Product Manager, Learning Platforms | Remote, USA Feb 2025 - Dec 2025

Shaped an AI-enabled learning platform across LMS modernization, agentic AI, institutional growth, and international partnership strategy.

- Drove growth from 18K to 29K monthly active users (+61%) and seven institutional clients by shaping the platform's modernization, positioning, product-led growth, and agentic AI capabilities.
- Led Paid Certificates end-to-end against a 50:50 B2B/B2C revenue-mix target, from a ~95:5 baseline, owning product discovery, PRD, prioritization, cross-functional development, and launch.
- Launched 6+ fragmented university systems into one proactive AI experience "Rumi" in 5 weeks by applying RAG and vector retrieval across assignments, grades, events, library services, and dining information.
- Supported a successful multimillion-dollar merger with an Asian partner and advanced North American partnership discussions by developing a one-year AI roadmap and product-market strategies for the U.S., Malaysia, Singapore, and China.

Toss Recycling AI | Founding Product Manager | San Jose, CA, USA Jul 2024 - Jan 2025

Founded a consumer AI venture for localized recycling guidance and led a five-person team from behavioral discovery through multimodal product validation and strategic shutdown.

- Validated early product utility with 60+ users and grocery-store field studies by leading ethnographic research, SME interviews, product strategy, roadmap definition, AI prototyping, and closed-group testing.
- Delivered 94% answer coverage across 9,000 ZIP codes by building a location-aware recycling agent using RecycleNation data, USPS validation, RAG, retrieval, and LLM fallback behavior.

- Expanded the product from text guidance into computer vision and OCR by training and testing multimodal workflows on 600+ real-world images using Roboflow, OpenAI, and Grok APIs with fine-tuning and guardrails.
- Stopped investment after two product and monetization pivots when field research showed that rewards did not produce durable behavior and retention remained constrained by fragmented local infrastructure and policy.

Emerging Tech. Lab, Indiana University | RA, Product Lead | Indianapolis, USA Aug 2022 - May 2024

Led a 0 to 1 spatial-design platform from emerging-technology research through product strategy, prototyping, commercialization, and intellectual property development.

- Secured a provisional patent and $40K grant by transforming an AR/VR research concept into a validated spatial-design prototype with support from six faculty advisors, IU Ventures, and the USPTO process.
- Converted spatial-creator workflow gaps into a prioritized roadmap and product requirements through market research and practitioner interviews with subject-matter experts from Microsoft, Meta, and HTC.
- Strengthened the product's commercial direction and research visibility by pivoting from a consumer tool to B2B SaaS, defining target personas and market opportunities, and representing Indiana University at international conferences.

ZET | Associate Product Manager, Growth | Bangalore, KA, India Apr 2021 - Jul 2022

Joined as employee #9 and a member of the six-person core team, owning product-led growth across eligibility, recommendations, engagement, self-service, and financial-product discovery.

- Drove product-led MAU from 800 to 150K in 1.5 years - while the platform reached 1.4M downloads across multiple acquisition channels - by building eligibility, profile-based recommendations, CRM engagement, and activation experiences.
- Reduced financial-product application rejection by 16% and increased advisor adoption by 20% by launching Check Eligibility and clarifying qualification requirements before application.
- Saved approximately $16K/month in customer-service operating costs by launching conversational self-service, lead-progress tracking, and automated CRM workflows that resolved recurring support needs inside the product.
- Informed a new direct-to-consumer secured-card business line by tracing 66% application drop-off to limited credit history, which contributed to 80% of credit-card rejections.

Multi-Channel Commerce Venture | Founder | Hyderabad, TS, India Jul 2020 - Mar 2021

Founded a hyperlocal apparel and accessories venture during COVID-19, owning seller acquisition, customer segmentation, merchandising, sales, and retention.

- Grew the venture from $0 to more than $1K in average monthly sales within six months with no upfront investment by curating high-potential inventory from 20+ sellers and building a four-plus-distributor network across North India.
- Generated 3 to 4 additional orders per customer on average by identifying a focused buyer persona, assessing seller inventory for quality, and replacing catalogue-led selling with personalized recommendations and trust-driven service.

SKILLS

AI Product: LLMs, RAG, AI Agents, Agent Behavior, AI Evaluations, Prompt Engineering, Multimodal AI, Computer Vision, OCR, Fine-Tuning, Guardrails, Human-in-the-Loop Workflows

Product: Zero-to-One Strategy, Product Discovery, Product Positioning, Roadmapping, PRDs, Prioritization, Customer Validation, Experimentation, Monetization, Go-to-Market, Product-Led Growth, Presales, Stakeholder Management

Research & Design: Human-Computer Interaction, User Research, Ethnographic Research, SME Interviews, Journey Mapping, Personas, Interaction Design, Prototyping, Usability Testing

Technical: APIs, Data Pipelines, Embeddings, Vector Search, MongoDB, Ontologies, Schema Design and Mapping, Metadata, Data Quality, Lineage, Reconciliation, SQL

Tools: Cursor, OpenAI, Claude, Grok, Lovable, v0, Vercel, GitHub, Figma, FigJam, Figma Make, Roboflow

EDUCATION

Indiana University, Indianapolis
M.S., *Human-Computer Interaction*

Jawaharlal Nehru Technological University, Hyderabad
B.Tech., *Electronics & Communication Engineering*