ABHISHEK CHOUDHARY

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PROFESSIONAL EXPERIENCE

Razorpay POS – Offline payments for India's top payment platform   *(Oct '24 – present)*
Led a team of 4 PMs and 7 Ops Managers to improve the POS Experience & Platform charter for India and the Middle East
<u>Associate Director, Product Management</u>
- **Drove verticalization strategy** across F&B, supermarkets, etc.; launched tailored POS products unlocking $1B+ in new GMV.
- Led Supply Chain Product and Ops teams; improved inventory **observability by 38%** and **output quality by 20%**.
- Owned end-to-end service experience; led GTM of a new Field Executive companion app, improving **service quality by 25%**.
- **Pioneered and scaled AI-first initiatives** ("self-healing" devices, AI IVR), reduced reactive support requests by 30%.
- Owned annual and quarterly **product strategy**; single-threaded leader for **monthly CXO-level business and ops reviews**.

Coldpress AI – Data-on-demand platform for Computer Vision ML model training and testing   *(Oct '22 – Apr '24)*
Led product, engineering, GTM, and company operations to build a generative AI-powered infrastructure platform for ML teams
<u>Founder and CEO</u>
- Built and **launched Coldpress from 0 → 1**; conducted foundational user research, shipped MVP, and scaled to **1000+ MAUs**.
- Architected and implemented core data pipelines **using generative AI for scalable CV dataset generation**—developed the preprocessing engine, automated labeling flows, and public-facing APIs adopted by ML teams across academia and industry.
- Defined and executed **end-to-end monetization strategy**—pricing, packaging, and GTM; built the sales pipeline, success metrics, operating rhythm to drive early traction, and refined product-market fit through iterative learning cycles.

BrowserStack – Infrastructure-on-demand SaaS platform for web and app testing on real devices   *(Nov '19 – Mar '22)*
Led 5 squads, 30+ developers, core platform, and open source strategy for BrowserStack's automated web testing product
<u>Senior Product Manager</u>
- Orchestrated platform expansion beyond Selenium; launched Playwright and Cypress support, unlocking $**50M+ in new ARR**.
- Led performance and CX for Automate; addressed feature gaps and fixed cross-functional SLAs to **improve NPS by 20 points**.
- Defined **open source strategy** for Selenium and Nightwatch, boosting adoption and reducing onboarding friction for users.

Amazon – The world's foremost e-commerce company   *(Mar '16 – Aug '19)*
Owner for Detail Page's "Website Platform and Performance" group, responsible for product and technical strategy
<u>Technical Product Manager</u>
- Defined and drove a **new company-wide KPI to reduce failed user interactions** – expected to **unlock $100M+ in revenue**.
- Led UX for '**the Next Billion**' users; optimized performance for low-end devices and poor connectivity in emerging markets.

SOFTWARE ENGINEERING EXPERIENCE
- **Amazon** (2016) – worked on the Detail Page platform – helped systems to render billions of pages daily in <2 seconds; built a cache layer to cut load times by 28%, saving $500K/year in compute; call leader for spike events like Black Friday and Diwali.
- **PressPlay** (2015) – Sequoia-funded early stage OTT travel entertainment startup – member of founding team, led a 10-person engineering team across IoT hardware/software, built core platform, ads network, and inventory management system.
- **Zomato** (2014) – migrated local servers to AWS, built low-latency native ads backend, reducing page render time by 90%.

INTERNSHIPS
- **Google Summer of Code** w/ **Mozilla Firefox** (2013) – built an in-browser memory analytics dashboard for add-on developers.
- **Shufflr** (2012) – built a system-wide resource monitor agent, helping scale the core ML-based video recommendation layer.

EDUCATION

SRM University, Chennai – Bachelor's in Computer Science Engineering (CGPA of 8.7 on 10)   *(Jul '10 – May '14)*

PERSONAL PROFILE AND FUN FACTS

- **Guest author** on emerging technical trends for one of **India's most popular tech magazines, Digit**. Avid reader and speaker.
- Naturally right-handed, I dedicate a few hours per week to practice ambidexterity – I can now write with both hands.