



# RAHUL TIRMALE

Senior Product Leader | AI-Driven Digital Transformation Expert | Author - The Agentic Product Playbook

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## SUMMARY

Senior product leader with 10+ years driving AI-powered digital transformation and revenue growth in telecom and e-commerce. Proven track record leading large teams to innovate, launch, and scale user-centric platforms, delivering up to \$1B impact. Expert in leveraging large language models and **gamification to boost engagement and app monetization**, exemplified by successful leadership of **Vi App's personalized homepage, LLM-powered agent, and gamification programs**. At leisure I have coded 7 AI projects and launched in production.

## EXPERIENCE

### Vodafone Idea

Mumbai

#### GM - Product Manager - Vi app

04/2024 - Present

India's 3rd Largest Telecom Platform • 30M+ Active Users on Vi app

- Led the AI and Prepaid portfolio for Vi App through a **strategic repositioning**, achieving **significant market impact**.
- Launched the telecom industry's **first LLM-powered recharge agent**, driving **60K+ recharges** every month.
- Led the **Agentic payment use case** in strategic partnership with **Razorpay**, which was showcased at the global fintech fest.
- Won the **'Best Use of AI' award** for pioneering NLP and LLM based AI-driven insights derived from app store analytics.
- Managed a **40-member team** responsible for overseeing **70% of the revenue portfolio** across prepaid and partnerships.
- Initiated **4 major gamification programs** across the platform, boosting monthly active users by **2-5M each**.
- Increased app revenue contribution from **4.7% to 6%** and grew transactions by **27%** through continuous feature innovations.
- Enhanced app store ratings from **4.2 to 4.4** by continuously optimizing the overall user experience.
- Awarded **2x Dream Team** and **2x National CXX Hero and Innovation Catalyst award** for consistently outstanding performance.

### JSW One Platforms Pvt Ltd

Mumbai

#### Senior Product Manager - Salesforce Web+Mobile

05/2022 - 04/2024

B2B E-commerce Platform • \$1B GMV Enablement

- Built enterprise-grade B2B commerce platform from ground up serving **30K+ MSME ecosystem**
- Established and scaled **9-member engineering & design team** for Salesforce practice
- Deployed **Salesforce Einstein bots** for automated customer service achieving **60% response time reduction in first response time**
- Owned **\$1B GMV enablement** through strategic product initiatives across sales, order management, and post-sales journeys
- Implemented omnichannel **customer support (IVR, WhatsApp, Email)**, reducing response time by **80% and increasing retention by 25%**
- Built credit and limit management workflows, driving **15% month-over-month revenue growth**
- Built ML-based deal closure prediction model enabling sales teams to prioritize opportunities
- Transformed purchasing experience for 30K MSME buyers through intelligent cart-to-order conversion optimization
- Launched automated distributor portal ecosystem serving 10K retailers with intelligent WhatsApp automation

### Accenture Strategy

Mumbai

#### Management Consultant - Digital Travel Practice

09/2018 - 05/2022

- Spearheaded digital transformation initiatives for **major airline clients across Southeast Asia and the Middle East**.
- Directed comprehensive product strategy for **Malaysia Airlines' B2C website and mobile applications**, creating detailed BRDs, process flows, and API specifications.
- Led complete loyalty program transformation, significantly enhancing member engagement and retention.
- Directed major UI/UX overhaul across Android and iOS platforms, achieving an 11% increase in Daily Active Users.
- Implemented **airport system integrations for gate and flight alerts** to enable real-time updates.
- Spearheaded **digital transformation roadmap and product feature development** for **Qatar Airways** across multiple customer touchpoints.
- Developed industry thought leadership on NDC (New Distribution Capability) for the airline industry.

### Wipro Technologies

#### Product Manager - Way2Go (B2B Travel Booking SaaS Platform)

06/2017 - 09/2018

- Inception to Launch Leadership:** Instrumental in the full-cycle development of Way2Go, a B2B travel booking SaaS platform on Azure, enhancing service offerings and operational efficiency.
- Content Partner Integration:** Successfully integrated a leading Online Travel Agency as the content partner for a white-labeled product, expanding the platform's service offering content by 50%.
- Operational Workflow Enhancement:** Redesigned booking, cancellation, and refund workflows, reducing operational overhead by approximately 16 FTEs. Streamlined billing and payment mechanisms for Travel Management Companies (TMCs) to Bank Settlement Plans (BSPs) and Low-Cost Carriers (LCCs), enhancing financial operations.
- Streamlined billing and payment systems for TMCs, BSPs, and LCCs, handling transactions worth \$10 million monthly.

### John Deere

#### Graduate Engineer Trainee

07/2014 - 06/2015

- IoT Platform Development:** Built Machine Monitor/Work Monitor application for intelligent tractor displays tracking farm equipment performance analytics.
- Recognition Excellence:** Awarded "Star of the Sprint" twice for exceptional contributions including GPS integration development for autonomous tractor systems.

## EDUCATION

PGDM — IIM Kozhikode

06/2015 - 04/2017

B.Tech - Electronics — Walchand College of Engineering

06/2010 - 05/2014

HSC — R.C.F Junior College, Kurul

06/2009 - 04/2010

SSC — R.C.F School, Kurul

06/2007 - 06/2008

## CERTIFICATIONS

Certified Scrum Master (CSM) • SAFe Agile SM certified • Six Sigma Green Belt Certified • Salesforce Admin Certification

## SKILLS

AB Testing • Adobe Analytics • Agile • Azure • Balsamiq • Contentful • CRM • CRM Systems • Ecommerce • Figma • Google BigQuery • IoT • IVR • JIRA • Microsoft Power BI • NLP • Payment Gateways • Postman • Predictive Analytics • Python • Salesforce • Scrum • Six Sigma • SQL • Visio • WooCommerce