Kunal Singh

Deputy Manager - Product & Program Management

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SUMMARY

AI-first Product Manager with 3+ years of experience building and scaling enterprise-grade digital platforms at Xtelify (Airtel Digital). I design intelligent systems at the intersection of automation, workflow orchestration, and AI-assisted decisioning - delivering measurable business outcomes at national scale. Impact delivered: ₹630M+ quarterly cost savings, ₹100M+ monthly recurring revenue growth, CSAT uplift from 3.9 to 4.7, Adoption across 12L+ retail outlets. Experienced in shipping multi-system integrations, low-code platforms, and AI-enabled routing engines that reduce operational friction and improve service quality.

PROFESSIONAL EXPERIENCE

Deputy Manager - Product & Platform Strategy
Jun '25 - Present

Xtelify (Formerly Airtel Digital)
Gurugram, Haryana, IN

Own end-to-end product strategy for workflow orchestration, sales digitisation, and intelligent service routing across national operations.

AI & Platform Initiatives

- Launched SMART SR (Smart Routing Engine) integrating 7+ enterprise systems, automating ticket triage and routing → **eliminated 160K+ monthly support calls and reduced 80K+ field visits**
- Built and scaled Workflow Designer (low-code orchestration platform) across **4+ business lines → reduced IT dependency by 40%**
- Directed backend architecture and GTM strategy for AirFiber → **40% conversion uplift and ₹100M+ MRR growth**
- Implemented governance framework across 30+ engineers improving sprint predictability by 25%

Business Outcomes

- Enabled **₹50Cr+ multi-year** implementation deals through roadmap ownership and delivery governance
- Drove digitization across **12L+ outlets → 30% conversion** improvement and 9% revenue growth
- Delivered trip safety system (crash detection, PPE, EMF monitoring) → **51% incident reduction and 65% fatality drop**
- Built real-time executive dashboards tracking ROI, CSAT, and adoption metrics

Assistant Manager - Product Growth & Automation
Dec '23 - Jun '25

Airtel Digital
Gurugram, Haryana, IN

- Rolled out Dynamic Slot Allocation (DSA) platform optimising field workforce allocation → ₹630M quarterly savings and 15% SLA improvement
- Modernized digital payment journeys (DTH, Broadband, AirFiber) → +12 NPS uplift
- Launched acquisition platform for 9,000+ DTH operators → ₹700M incremental revenue
- Introduced cross-pod dependency governance → 20% faster time-to-market

Business Analyst - Product Systems & Analytics
Aug '22 - Dec '23

Airtel Digital
Gurugram, Haryana, IN

- Conducted field research with 200+ engineers to design workforce optimization platform
- Simplified installation workflows enabling one-day activation → +9% retention
- Built churn, NPS, and revenue dashboards supporting product decision-making

SIGNATURE IMPACT

- ₹630M+ quarterly cost savings
- ₹100M+ MRR growth unlocked
- ₹700M incremental revenue via partner expansion
- 12L+ outlet scale
- 4.7 CSAT achieved
- 4+ business lines standardized under governance

KEY SKILLS

AI Product Strategy • Generative AI Integrations • LLM APIs (OpenAI, Mistral) • Prompt Design & Evaluation • AI Workflow Automation • Intelligent Routing Systems • 0–1 Product Execution • Platform Architecture • Roadmapping & Prioritisation • Experiment Design & A/B Testing • Agile & Scaled Delivery • Enterprise System Integrations • GTM Strategy & Adoption Scaling • KPI & Impact Modelling

TECHNICAL SKILLS

AI & GenAI - LLM Integrations (OpenAI, Mistral) • Prompt Engineering • AI Workflow Orchestration • Conversational Systems

Data & Analytics - SQL • Python (Analytics & Prototyping) • A/B Testing • KPI Modelling • Tableau • Power BI • Advanced Excel

Systems & Integrations - REST APIs • Enterprise System Integrations • Event-Driven Workflows • Automation Pipelines

Product & Delivery - JIRA • Confluence • Agile & Scrum • PRD Writing • Experiment Frameworks

Foundations - System Design Principles • Platform Architecture • Data Pipelines • Cloud Architecture (Working Knowledge)

EDUCATION

MBA

SVKM's Narsee Monjee Institute of Management Studies

Jun '25 - Jul '27

Mumbai, IN

CERTIFICATIONS

Professional Scrum Master (PSM I), Professional Scrum Product Owner (PSPO I)