

MANSI PATEL

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WORK EXPERIENCE

AI Acceleration, ASU

Scottsdale, Arizona

February 2025 - Present

AI Product Manager (Focused on AI Tools support and ASU's AI [Product CreateAI Builder](#))

- Managed **enterprise product roadmap** and stakeholder communications for the Fall 2025 launch of ASU's AI platform; scaled adoption from 10K to 90K+ users by ensuring **enterprise-grade reliability**, **scalable solutions**, and alignment with **success metrics**.
- Led **end-to-end product lifecycle** for AI agent capabilities within CreateAI Builder, collaborating cross-functionally with engineering and design to translate user research and business requirements into **roadmap features**; improved **user satisfaction by 15%**.
- Directed a **\$0.7M AI/GenAI research initiative** on privacy and recommendation models; managed 40 evaluators, published a white paper influencing **enterprise product strategy** and **long-term business impact**.
- Designed clinically relevant **enterprise personas** and workflow simulations for healthcare education; enhanced training outcomes and presented to 600+ senior stakeholders, demonstrating **measurable business value**.
- Orchestrated **Agile sprints**, **backlog refinement**, and **cross-functional collaboration** with Product, Engineering, and Sales; improved SaaS product velocity by 20% while driving **data-driven decision making** and alignment to KPIs.

FinEd

Tempe, Arizona

May 2024 - February 2025

Product Manager (FinTech focused Startup)

- Owned **end-to-end product strategy** for a B2B SaaS EdTech platform, leading a team of 18; delivered MVP, **comprehensive product roadmap**, and **go-to-market plan**, securing \$90K in investor funding.
- Designed onboarding workflows and **admin UX/UI**, integrating APIs to improve **enterprise data accuracy by 20%** and enable scalable customer management.
- Applied **Agile product development**, and CI/CD pipelines to reduce deployment time by 40% and ensure **quality standards** in delivery.
- Conducted **user research**, **market analysis**, and **survey-driven data insights** to refine customer journeys; authored PRDs and prioritized enterprise features based on **business impact** and **adoption metrics**.

Learning Enterprise

Tempe, Arizona

August 2023 - May 2024

Marketing Analyst ([CareerCatalyst](#) Online Courses)

- Executed **go-to-market strategies** for SaaS personalization features, collaborating with engineering and sales; improved **enterprise adoption** and **user engagement** by 15% (~50K new users).
- Delivered **enterprise productivity tools** by customizing admin workflows for corporate clients; led discovery, prototyping, and onboarding of 15+ clients, generating \$1.2M ARR.
- Defined **KPIs**, **adoption metrics**, and **workflow success measures**; conducted A/B testing to optimize features and drove a 28% engagement boost through **data-driven decisions**.
- Documented workflows in **JIRA** and coordinated cross-functionally to deliver 75+ training assets and e-learning materials, improving **enterprise user experience** and internal adoption.

Vrisoft

Ahmedabad, India

April 2020 - July 2022

Analyst (B2B SaaS supporting small businesses and handling in-house clients)

- Authored 10+ **PRDs and product specs**, integrating customer feedback and usability testing; aligned enterprise product delivery to **business requirements** and improved documentation quality by 20%.
- Designed and launched an **AI-powered booking management system**, applying **data-driven recommendations** that reduced booking errors by 55% across 4,800+ enterprise sites.
- Managed requirement analysis for \$0.5M recurring revenue client: identified custom report including data modeling and complex queries request patterns, automated data processing, retrieval, thereby reducing customer request response time by 60%
- Performed comprehensive data analysis and reporting for 15+ critical business units using Microsoft PowerBI, providing actionable insights that directly supported key business decision-making and identified \$2M in potential cost savings.

TECHNICAL SKILLS

Product Skills: Stakeholder Requirements Management, Product Strategy, UI/UX, Data Mapping, Agile Development Lifecycle, OKRs & KPI, Cross-Functional Alignment, Usability Testing, Public Speaking, Prototyping, Analytical Skills, User research, Product Management.

Technical Skills: MySQL, Python, NLP , Machine Learning, Snowflake, React, CI/CD Pipelines, DevOps.

Tools and Platforms: Jira, Confluence, Google Analytics, Looker, Figma, Git, GitHub, Docker, Kubernetes, Terraform, Microsoft tools, Postman.

Interests: Hiking (favorite in LA: Westridge), adventure sports, badminton, cooking vegetarian food (trying to make the most aesthetic ratatouille lately), solving sudoku puzzles as a stress-buster and self-acclaimed cacao connoisseur

EDUCATION

Arizona State University, Masters in Information Systems

Arizona, USA

August 2022 - May 2024

Gujarat Technological University, Bachelors in Computer Science

Ahmedabad, India

June 2018 - May 2022