

Anuj Purohit

AI Product Manager · Product Leader

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SUMMARY

AI-focused product leader with 10+ years of technical and product experience across enterprise SaaS, fintech, and AI/ML. Currently Head of Product at CreateBytes, leading 20+ concurrent workstreams and a cross-functional product organization spanning PMs, QA, design, and engineering. Turns emerging AI capabilities into production workflows — multi-agent interview simulation, multi-channel sales agents, air-gapped defense AI, AI-assisted product operations — and authors the IEEE-grade specifications that make them buildable. Brings structure to ambiguous AI problems and ships complex platforms without adding process overhead.

CORE COMPETENCIES

AI & Agentic Products

LLM agents, RAG, voice AI (STT/TTS), conversational personas, prompt engineering, multi-agent orchestration, resume/JD understanding, air-gapped AI, human-in-the-loop workflows

Product Leadership

Product strategy, roadmaps, 0→1 and scale, PRDs/SRS, product operations, team building, stakeholder management, GTM & SOW structuring

Technical & Platforms

IEEE 830 SRS/FBD/SADD, microservices, REST/SOAP API evaluation, RBAC/security, auth flows, data modeling; multi-tenant SaaS, payments (PayPal, Direct Debit), reconciliation, MQTT, enterprise asset management, Core Web Vitals/SEO

Tools

Jira, Linear, Confluence, Figma, Postman, AWS, MongoDB, Google Search Console, SEMrush, Claude/GPT-based agentic workflows

PROFESSIONAL EXPERIENCE

CreateBytes

Aug 2024 – Present

Head of Product

Gurugram, India

- Lead 20+ concurrent client and internal product workstreams; mentor PMs and interns on execution velocity, spec clarity, and independent decision-making.
- Pioneered the **AWARE zero-management model**: asynchronous, AI-assisted spec generation, automated spec-completeness validation, and telemetry-driven tracking.
- Own AI/ML product strategy for **Prepn.ai** and **Atlas**; define agent orchestration, conversation flows, qualification logic, and third-party service selection.
- Lead the marketing team across Google Ads and Meta Ads; built an internal tool with OpenCode to monitor campaign performance across Google Ads, Meta Ads, and LinkedIn Ads.
- Own DDPro's UK delivery end-to-end — productization, L&Z/PayPal payment workflows, Xero reconciliation, and customer success.
- Author PRDs, Functional Behavioural Details (FBD), and Software Architecture Design Descriptions (SADD) governing schemas, scheduling engines, and API contracts.

CreateBytes

Jun 2020 – Jul 2024

Product Manager → Senior Program Manager

Gurugram, India

- Managed a **30-person cross-functional program** for Edly.co's student and investor portals, contributing to a **\$175M funding round**; ran parallel sprints, Jira automation, and third-party token integrations.
- Led delivery across fintech, legal-tech, and enterprise accounts; owned roadmaps, PRDs, user stories, acceptance criteria, KPIs, demos, and retrospectives.
- Partnered with ML/Django teams on LLM summary generation, dynamic schema design, and a **40% API response-time improvement**.

Havells

Dec 2015 – May 2020

Senior Engineer

India

- Gathered MES requirements, defined use cases and wireframes, and supported plant automation and solar inverter maintenance — building the technical foundation for later product leadership.

— SELECTED AI & ENTERPRISE PRODUCTS

Prepn.ai · AI Interview Preparation Platform

- Led end-to-end product definition for an AI interview-prep platform — from resume/JD understanding and interview design to structure, evaluation, and final reports.
- Designed the auth flow, multi-agent orchestration, and core workflow; evaluated third-party services for data, voice, and scale.
- Built personas from real interviews and generated tailored coding, system-design, and behavioral rounds, with the platform conducting the full interview and producing a structured candidate report.

Atlas · AI Sales Outreach · Calling / Email / WhatsApp

- Own product and architecture for CreateBytes' internal AI sales-outreach platform across calling, email, and WhatsApp; designed workflows for sales-strategy learning, lead research, email drafting, and campaign execution.
- Evaluated calling and messaging services, WhatsApp templates, and real-time conversation flows; built a multi-agent system that increased sales outreach **500% with the same team**, supported multiple B2B closures, and is now expanding from internal B2B tooling to D2C.

ASI — STORMS & NextGen STORMS · Aerospace Services India · Tri-Service Defence

- Owned ASI's digital platforms end-to-end — ASI main websites, storms.in, and the STORMS Delivery tool for failure reports, logistics failure reports, asset movements, and team activity — from scratch to final delivery using Agile sprint planning and artifacts.
- Architecting NextGen STORMS for offline, air-gapped deployment across Tri-Service Indian Defence, including system architecture and end-user sync workflows.
- Defining AI services including RAG, AI chat over RAG, failure-report summarisation, text-to-speech, and similar-failure retrieval.
- Authored IEEE 830 SRS/FBD/SADD covering data localization, MQTT alerting, asset state machines, and availability taxonomies; architected the **Unified Reporting Service**, cutting weekly executive reports from 15 pages to 5; defined RBAC, multi-role security, and fault-tolerant operations.

YugYog.ai · AI Video Analytics & CCTV Platform

- Served as Product Owner for an AI video-analytics platform, defining scope, features, user stories, and delivery milestones from discovery through launch.
- Worked with infra/ML teams on on-prem server cost analysis and deployment; coordinated Next.js/Django delivery of the CCTV canvas, streaming, and video-analysis services.

Edly.co · FinTech Education Financing

- Led a 30-person cross-functional team to launch student and investor portals, supporting a **\$175M funding round**.
- Ran parallel sprints as Scrum Master, built Jira automation, managed third-party access tokens, and shipped sprint documentation and process improvements.

DDPro — DirectDebitPro · Product Owner · B2B FinTech & Payments

- Owned DDPro from idea to live service: DirectDebit began inside an existing CreateBytes product, then was productized and positioned for direct merchant acquisition.
- Defined APIs and workflows for L&Z and PayPal integrations in NestJS, including method selection and token handling for repayments; designed reconciliation and state-correction protocols.
- Live in the UK; serve as customer-success manager for merchant enquiries while launching new features, most recently integrating Xero and finalising the invoice-reconciliation workflow.

Additional delivered projects: VProtect (technical SEO), MySA Autism Centre, WeLovePolice, RickyRockets, IamWoken, NimNim, MyJar, KhataBook.

— EDUCATION

B.E., Electrical & Electronics Engineering — M.B.M. Engineering College, Jodhpur
2011 – 2015

— CERTIFICATIONS

AWS Technical Essentials (AWS) · Jira Fundamentals (Atlassian)
Google Analytics Certification (Skillshop, 2023)