

ASHRITH BHUPATHI

Technical Product Manager | Platform, Enterprise SaaS & AI Workflow Products
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SUMMARY

Most product problems look like feature problems until you look closer. Then they become workflow, data, integration, user behavior, and trust problems, which is where I do my best work. I started as a software engineer at Cisco, learning to understand complex systems from the inside out, and moved into product management to shape the decisions behind what gets built and why. Since then, I have led an enterprise platform modernization and developed an AI decision-support product, turning fragmented, high-stakes processes into products that users can understand, trust, and adopt. I approach ambiguous problems from first principles, connect technical details to customer and business outcomes, and take products from discovery through delivery, adoption, and measurable impact.

PROFESSIONAL EXPERIENCE

Continental Heritage | Product Manager, Enterprise Platform & AI
Cleveland, OH | Feb 2023 – Present

- Owned strategy, roadmap, and rollout for a mission-critical enterprise SaaS platform running a \$7.8M ARR business, replacing disconnected systems and processes with a unified system for internal operators and external users.
- Led vendor evaluation across SaaS platforms and APIs using a weighted scoring framework covering data model, integrations, extensibility, access controls, and TCO; drove the executive selection and directed migration from six legacy tools.
- Consolidated 12+ core business workflows and shipped 10+ integrations (Dynamics GP, Adobe Sign, Azure AD, Power BI, SQL) via APIs and event-driven pipelines, creating a single source of truth for downstream reporting and finance.
- Defined a four-layer KPI and telemetry framework (efficiency, adoption, quality, business throughput) and instrumented executive and operational dashboards in Power BI, Azure DevOps, and SQL to guide prioritization and release sequencing.
- Shipped workflow redesigns that improved core process cycle time by 63.5%, doubled transaction throughput, cut partner onboarding time by 72.5%, and improved downstream financial-operations efficiency by 45%.
- Made data-driven tradeoffs: deprioritized advanced reporting to protect core transactional workflows, split large releases to cut regression risk, and kept high-risk approvals human-in-the-loop to protect financial and compliance controls in a regulated environment.

Johns Hopkins Hospital | Product Management Consultant, AI & Clinical Operations
Baltimore, MD | Aug 2021 – Aug 2022

- Led a 4-person team building an AI-powered decision-support product for surgeons and OR staff in a safety-critical environment; defined vision, MVP scope, evaluation criteria, and guardrails for a conversational assistant used in real-time clinical workflows.
- Ran discovery with 100+ clinicians, administrators, and operators and analyzed 250+ surgeries to map communication breakdowns, workflow bottlenecks, and information-access gaps across pre-op, intra-op, and post-op stages.
- Secured \$10K MVP funding and shipped a decision-support dashboard that improved OR efficiency by 25% and generated an estimated \$9K+ in daily savings; prototyped an NLP assistant with human-in-the-loop escalation for high-stakes moments.

Cisco Systems | Software Development Engineer
Bangalore, India | Jan 2020 – Jul 2021

- Led 5 engineers building a QUIC-based IoT security protocol for constrained-device environments, improving handshake latency, connection reliability, and end-to-end security posture by 60%.
- Owned architecture redesign of the Webex Calling User Portal, refactoring database connection handling to improve efficiency by 25% and stabilize a high-traffic user-facing surface for enterprise customers.
- Resolved 100+ security vulnerabilities across the Webex Calling product line and contributed to release-gate reviews.

SKILLS

Product: Strategy, roadmapping, PRDs, KPI/OKR frameworks, telemetry design, product analytics, experimentation, vendor evaluation, release management, cross-functional leadership, Agile project management, accounting and finance, risk and decision analysis.

AI & Platform: AI workflow design, conversational assistants, evaluation criteria, human-in-the-loop review, guardrails, API design, event-driven integrations, RBAC, multi-tenant SaaS.

Technical: SQL, Python, Java, REST APIs, Azure, Azure DevOps, Power BI, Power Automate, Tableau, Splunk, Git, Jira, Figma.

SELECTED PROJECTS

- Personix, 0-to-1 Product Strategy & Monetization for a PM-focused AI Assistant: Defined GTM strategy through 50+ PM interviews and a 15-competitor teardown; prioritized 10 launch features and designed a 3-tier pricing model grounded in willingness-to-pay research and unit-economics modeling.
- Cedar Electronics: Ran 150+ customer interviews and led competitive analysis, personas, JTBD, KPI/OKR, and PRD for a dash-cam relaunch; identified 5 AR and computer-vision roadmap opportunities.

EDUCATION & CERTIFICATIONS

Johns Hopkins University | M.S., Engineering Management (GPA 3.67, 2022) **SRM University** | B.Tech, Electronics & Computer Engineering (GPA 3.57, 2020)

Certifications: CSPO • AWS Certified Cloud Practitioner • EMBA (In Progress), Westcliff University