

# Aashrith S Dontha

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## Summary

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Product Manager with 9+ years of experience building AI-powered workflow platforms, real-time decisioning systems, and high-scale digital products across financial services and telecom. Led a 0→1 GenAI document intelligence platform that cut decision cycle time by 60% and grew MAU by 40%. Drove a \$3M+ account cloud migration with 99.9% uptime and 99.8% billing accuracy. Deep strengths in product discovery, experimentation (A/B, multivariate), API/platform strategy, and AI productization including evaluation, monitoring, and explainability. Career arc spans analytics → cloud/platform modernization → real-time ML decisioning → GenAI productization.

## Experience

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### RBC Bank

Toronto, ON

#### Product Manager– Gen AI Workflow Platform

| Mar 2025 – Present |

*Built 0→1 AI doc-intelligence platform; reduced decision cycle time 60%*

- Launched a 0→1 AI document intelligence platform that automated high-stakes decision workflows across 3 business lines, reducing end-to-end cycle time by 60% and saving ~4,200 analyst hours annually.
- Built and defended a product vision and phased roadmap under heavy governance constraints, securing \$1M in incremental funding by tying every milestone to measurable risk-reduction and efficiency outcomes.
- Co-designed an explainable ML decisioning layer with data science and governance teams, implementing real-time feedback loops and model monitoring that maintained 97% prediction reliability post-launch.
- Owned adoption OKRs across 3 LOBs; drove MAU up 40% through instrumentation, enablement playbooks, and targeted lifecycle campaigns that doubled 30-day active usage.
- Redesigned onboarding and in-app engagement journeys using segmentation and behavioural nudges, lifting feature engagement by 30% and reducing onboarding drop-off by 15% via A/B tested flows.
- Led end-to-end discovery and delivery, ran 25 plus VOC sessions, authored PRDs with API contracts, and drove cross-functional alignment across engineering, UX, data science, and compliance.

### TD Bank

Toronto, ON

#### Product Owner – Transaction & Compliance

| Oct 2022 – Sep 2024 |

*Shipped real-time ML decisioning platform serving 1M+ users*

- Delivered a real-time ML-powered decisioning platform unifying data science, UX, and governance inputs, serving 1M users with sub-500ms latency and 15% improvement in detection accuracy.
- Integrated external behavioral and financial signals into decision workflows, increasing approval rates by 22% while simultaneously reducing risk exposure by 9%.
- Led 15 A/B experiments across onboarding, dashboards, and notification flows, improving user engagement by 18%, conversion by 18%, and reducing churn by 12%.
- Modernized mission-critical transaction flows to meet evolving compliance standards, delivering full regulatory alignment with zero disruption to daily processing volumes.
- Revamped API documentation and sandbox environments, accelerating partner integrations by 40% and reducing developer onboarding time from 3 weeks to under 1 week.
- Defined and shipped a KPI monitoring framework with real-time dashboards tracking SLAs, model performance, and business outcomes across all decision flows.

### Bell Canada

Toronto, ON

#### Senior Product Analyst – Product Platforms

| Oct 2021 – Sep 2022 |

*Migrated 3M+ accounts to cloud; achieved 99.9% uptime*

- Led the migration of legacy billing infrastructure for 3M subscriber accounts to a cloud-native platform, achieving 99.8% billing accuracy, 99.9% uptime, and reducing manual adjustments by 70%.
- Drove reliability and scalability improvements that enabled the platform to handle 2x concurrent load during peak billing cycles without degradation.
- Revamped CRM-billing API integrations and developer onboarding flows, reducing integration time by 40% and cutting support tickets by 25%.

- Launched a self-serve billing portal that improved NPS by plus 14 points and reduced inbound support volume by 25% within 3 months of launch.
- Shipped in-app upgrade nudges and contextual prompts that lifted plan upgrade conversion by 10%; ran design sprints delivering 3 pilot-ready features in 2 months.

## ATB Financial

Calgary, AB

### Product Analyst – Data & Insights

| May 2021 – Oct 2021 |

*Built real-time marketing dashboards; lifted CTR 12%*

- Built real-time marketing insights dashboards that enabled personalized campaign targeting across 4 channels, increasing CTR by 12% and contributing to a 6% lift in MRR.
- Architected a centralized data lake enabling self-serve analytics for 5 cross-functional teams, reducing ad-hoc data request turnaround from 5 days to under 4 hours.
- Diagnosed funnel bottlenecks using cohort and drop-off analysis; redesigned the signup flow improving conversion by 8% and reducing time-to-activation by 20%.

## J.P. Morgan Chase

Hyderabad, India

### Associate Product Manager – Digital Banking

| Feb 2014 – Sep 2019 |

*Launched onboarding platform; reduced drop-off 18%*

- Supported the launch of a digital onboarding platform through end-to-end requirements gathering and workflow mapping, improving completion rates by 22% and reducing drop-off by 18%.
- Delivered chatbot feasibility analysis and pilot program that achieved 20% case deflection, reducing support costs by ~\$150K annually.
- Built usage reporting and user segmentation models that directly informed quarterly roadmap prioritization and feature investment decisions.

## Key Projects: Gen AI & Product Highlights

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### Predictive Risk Scoring & GenAI Intelligence

- Built a predictive + explainable risk scoring product integrated with origination workflows, reducing loan defaults by 8% and saving ~\$2M in annual write-offs.
- Led transaction API redesign that improved throughput by 3x and accelerated partner adoption by 35%, contributing to \$1.2M in new integration revenue.
- Prototyped a GenAI Risk Intelligence tool that extracts and synthesizes signals from structured + unstructured documents, reducing analyst review time by 45%.
- Designed an LLM Prompt Evaluation interface enabling non-technical reviewers to test and refine prompts; shipped an ethics dashboard surfacing fairness metrics and model drift indicators.

## Education

### Post-Graduate Certificate, Business Analytics – Seneca College

Toronto, ON, CA

*Coursework- Predictive Analytics, Strategic Leadership in Business Analytics, Applied Data Mining and Modelling*

### Post-Graduate Certificate, Global Business Management – Conestoga College

Kitchener, ON, CA

*Coursework-Organisational Behaviour, Innovation and Entrepreneurship, Global Markets and Strategies*

### B. Tech in Electrical & Electronics Engineering – SRM University

Chennai, India

*Coursework- Applied Sciences, Coding, Power Systems, Systems Design*

## Certifications

SAFe Agilist (Scaled Agile) | Azure Fundamentals AZ-900 (Microsoft) | CSPO (Scrum Alliance) | CBAP — In Progress (IIBA)

## Recognition.

Awards: TD Digital Innovation Champion, RBC AI Risk Roadmap, Bell Cloud Modernization.

## Technical Stack & Tools

- **Product:** Product Strategy, Roadmaps, Prioritization, OKRs/KPI Trees, Discovery (VOC/Interviews), PRDs, GTM Narratives, Stakeholder Management
- **Analytics & Experimentation:** Funnel/Cohort Analysis, A/B & Multivariate Testing, Instrumentation, Metric Debugging, Dashboards
- **Technical Fluency:** API/Platform Strategy, Data Pipelines, SLAs, ML Evaluation (Precision/Recall/ROC-AUC), Monitoring/Drift, Explainability
- **Tools:** SQL, Python, Looker, Tableau, Power BI, Jira, Confluence, Figma, Miro, Postman, Snowflake, Azure, AWS, Optimizely, Segment, Mixpanel, CleverTap, Microsoft Clarity, VWO