

## Janmejay Doshi (JJ), MBA, CSPO, PMP

*Eligible to work in Canada and USA*

I build and scale AI products, including complex enterprise SaaS and Data products ranging in ARR of \$10Mn-\$250Mn. Competent in navigating ambiguity, business acumen, SQL, AI strategy, system design, APIs and Data driven decision-making.

### Work Experience

#### **Senior Product Manager – AI and Data**

**July 2024 – December 2025**

##### **Triton Canada, Remote**

*SaaS company specializing in background and criminal checks. Responsible for AI strategy, data delivery resulting into growth initiatives.*

- Built RAG GPTs that pulled data from indexed knowledge sources and in house CRM, reducing customer support volume by 40%.
- Developed multi modal AI Audit agent that guides users to provide technically correct inputs in the journey. Achieved 65% accuracy. Expected to deliver 100% straight-through processing.
- Led organizations data platform strategy, onboarding Mixpanel, Power BI, and Microsoft Fabric to improve analytics workflows and scale business data products.
- Projected to boost ROI by 30% through advanced segmentation and predictive strategies. Architected omnichannel data pipelines across product offerings enabling hyper-personalized experiences across web, mobile, and CRM.
- Increased product adoption by 25%, launched API integration that enabled fully self-serve automated workflows for enterprise customers, driving both retention and expansion opportunities.

#### **Product Manager– Growth and Data**

**April 2023 - December 2023**

##### **Canada Post, Remote**

*National postal service. Responsible for operational efficiencies, product strategy, and data delivery.*

- Purged 100K duplicate accounts and redesigned the user journey to prevent multiple registrations, improving data quality and operational efficiency.
- Reduced customer dropouts by 80%, integrated 4 systems and introduced strategic verification touchpoints in the onboarding flow.
- Increased service sign-ups by 25% through A/B testing targeted communication strategy for Canada Post services.
- Deep linked 95% of web URLs, enhancing mobile experience and driving mobile application installs.

#### **Product Manager– North American Launches**

**March 2022 - February 2023**

##### **Bally's Interactive, Toronto Canada**

*Gaming operator. Contributing to North American launches, building AWS lake house and delivering data products to internal and external stakeholders.*

- Launched a combined Ontario Casino and Sports product, assisting in development across web, mobile, with focus of data delivery for regulatory compliance.
- Led strategic planning and execution of the Ontario Loyalty Points program, collaborating with regulators and overseeing reporting of all key data points.
- Delivered and maintained six Tableau dashboards supporting marketing, finance, and compliance teams with actionable insights.

#### **Product Manager – Ecommerce and Payments**

**May 2018 – March 2021**

##### **HDFC Life Insurance, Mumbai India**

*Largest Life insurance company. Responsible for ecommerce growth and drive B2B projects with digital distributors, building collaborative user journeys and payment solutions.*

- Reduced refunds to customers by 8 days. Developed an API to process payments with a single click. Built new processes collaborating with accounts, operations, and engineering teams.
- Successfully achieved 99% attribution across the entire Digital channel, contributing to an annual turnover of \$100 million and eliminating business partner escalations related to missing business credit.

- Doubled renewals payment collections by integrating a new payment gateway solution catering to business partner assisted an API solution sharing data within 3 organizations.
- Increased product adoption and retention by 25% by creating content and conducting training to educate various business teams which led to improving process and customer satisfaction.

### **Founder**

**September 2017 – June 2020**

#### **Fripod.com, India**

*A web portal facilitating C2C marketplace to promote commerce of educational resources.*

- Built a portal to connect buyers and sellers. Implemented google maps API for leveraging location services. Built a chat system.
- Achieved 20k users in a span of 2 months with books listed over 40k.
- Partnered with 28 local organizations consisting of businesses, libraries, schools and universities building partnerships and promoting businesses.

### **Education**

- Master of Business Administration, SIMSREE, University of Mumbai 2016-2018
- Bachelor of Technology, VJTI – Computer Science, University of Mumbai 2011-2015

### **Certifications**

- PMP - GenAI for Project managers
- CSPO - Scrum Alliance certified Product Owner
- PMP - PMI Project Management Professional
- Pursuing CDMP - Certified Data management Professional