GAURAV ANAND

Dublin, Ireland | +353 86 344 68 62

gaurav.ie@gmail.com | https://www.linkedin.com/in/yygaurav

Profile Summary

Principal Product Manager with 12+ years building 0→1 products that drive commercial impact. Launched greenfield platforms at G-P and Udemy from concept to revenue, shipping AI-powered automation using ML and LLMs that solved real workflow problems. Product leader who navigates ambiguity by validating opportunities, making disciplined prioritisation decisions, and delivering products customers pay for.

Work Experience

G-P – Principal Product Manager, May 2023 to present

G-P provides a global HR and payroll platform that eliminates the complexity of hiring employees across borders.

- Built a benefits platform from zero, talked to customers to understand their problems, tested ideas through prototypes, and shipped a product that generated $5M in revenue
- Shipped AI features that automated real work: email routing that handled 80% of support tickets, ML recommendations for benefits, and LLM summarisation of complex documents
- Validated new features through customer interviews and Heap analytics, using data to decide what to build next and what to kill early
- Redesigned pricing from a complex per-benefit model to simple 3-tier packages, making it easier for customers to buy and increasing willingness to pay
- Scaled platform from 10K to 100K users while adding 7 new benefit providers and launching in 10 countries, working across engineering, design, and go-to-market teams
- Designed how employees, benefits, providers, and billing connect in the system, enabling automation that eliminates manual work.

Udemy – *Senior Product Manager* Jan 2022 - May 2023

Udemy is an online learning marketplace where instructors create and sell courses to millions of learners worldwide.

- Built Udemy Labs from zero after discovering enterprise customers wanted hands-on learning instead of videos, shipping pre-configured coding environments that hit 30% adoption and generated $1.1M in annual revenue
- Identified through user research that the environment setup was blocking learners from starting, eliminating hours of setup time with pre-built environments and increasing task completion rates by 15%
- Tracked engagement time, task completion, and failure points in Amplitude, using this data to kill low-performing features early and double down on what drove the 15% engagement improvement
- Proved to enterprise customers that Labs could replace their external learning tools, securing feedback that shaped the roadmap and drove contract renewals

SurveyMonkey – *Senior Growth Product Manager* Jan 2021 - Jan 2022
Leading SaaS provider in the experience management space with $1.5B annual revenue.

- Ran 10+ experiments each quarter testing pricing, feature gates, and onboarding flows, achieving 20% success rate with winning tests generating $1-2M in quarterly revenue
- Discovered through UK research that education customers wanted the product but couldn't afford it, launched student pricing that opened an entirely new revenue stream
- Found that people willing to pay were still using the free product, reduced the free response limit from unlimited to 40, directly increasing paid conversions and driving $6M in annual revenue
- Tested which features customers would pay for by moving question types behind a paywall, proving that users with real needs would upgrade and informing future monetisation decisions

Zalando – *Senior Product Manager* Jul 2017 - Dec 2020
Europe's largest fashion retailer with $5B annual revenue

- Changed search ranking from showing popular items to personalising results using ML predictions based on browsing history, past purchases, and brand preferences, improving conversion by 2% in categories like jeans and sneakers
- Built an ML engine predicting customer behaviour from website interactions, using these predictions to surface relevant products that customers actually wanted rather than generic bestsellers
- Created brand affinity scoring that identified which brands each customer was likely to buy, using this data for Facebook retargeting that increased marketing ROI by 60%
- Supplied personalisation data to search, email, and product teams, enabling them to show consistent recommendations that drove higher engagement across all customer touchpoints

Openet – *Product Manager* Jun 2012 - Jun 2017
B2B telecom software provider

- Managed billing software processing 12 billion transaction events monthly from radio towers across the USA, consolidating usage data into billing records for AT&T's downstream systems
- Built a data pipeline handling event collection, deduplication, and merging across file-based and SQL systems, ensuring zero duplicate billing records for a $30M revenue product
- Collected feedback from AT&T deployments to inform product roadmap, learning product management fundamentals in a complex, high-stakes telecom environment

Interests & Expertise

Expertise: 0→1 Product Building | AI & ML Product Development | Customer Discovery & Validation | A/B Testing & Experimentation | Data Modeling | SQL | Heap | Amplitude | Jira | Figma