

# Abhinav Shresth

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## SUMMARY

Product Manager who builds and scales customer-focused products across e-commerce and complex enterprise software environments. Led 30+ product experiments at Meesho, improved creator-attribution accuracy 10%→39%, and scaled a new creator platform to 4,000+ partners and 6% of GMV. Now defining product strategy, user workflows, stakeholder alignment, and AI capabilities at Boston University's Consulting Lab.

## WORK EXPERIENCE

### Product Manager

Boston, MA | Jun 2025 - Present

#### Questrom Consulting Lab, Boston University

- Defined product vision and adoption strategy for Sikich's enterprise knowledge platform, where consultants lost 2-3 hours per query manually searching past project files; identified activation blockers, scoped the MVP, and drove rollout that delivered a **20-30% reduction in consultant research time**.
- Led **user research and workflow analysis** across consultant segments to identify critical usability issues; redesigned the query-to-insight experience, reducing first-session abandonment and increasing **week-2 return-user rate** in staged internal pilots.
- Built a **150-question evaluation framework** functioning as a continuous experimentation loop, measuring answer quality, relevancy, and retrieval precision across user query types to prioritize the backlog; quantitative iteration raised answer faithfulness to **0.92** and cut failure rate ~60%.
- Identified **data-privacy anxiety** as the top adoption barrier through user interviews; scoped and shipped an automated compliance layer covering 12+ sensitive entity types, removing the blocker that prevented consultants from querying the platform on live client engagements.
- Delivered a **procurement pricing intelligence product** for Movado across 15+ component categories, surfacing cost benchmarks and vendor performance scores that gave the purchasing team negotiation leverage, identifying **~0.5% cost reductions** applied across 3 vendor contracts.

### Associate Product Manager

Bengaluru, India | Feb 2022 - Jul 2024

#### Meesho (E-commerce Marketplace, ~\$500M ARR)

- Built and scaled Meesho's **influencer growth channel from 0 to 4,000+ creators** across 6 agency partners, growing it from a 50-creator pilot to **~6% of company GMV**, defining acquisition strategy, creator onboarding flows, monetization model, and partner operating norms end-to-end.
- Drove **25% MAU growth** on the consumer-facing engagement surface by optimizing creator discovery and content-to-purchase flows; **30% of program users were net-new to Meesho**, making the influencer channel a top new-user acquisition lever for the platform.
- Ran **30+ A/B, holdout, and incrementality experiments** across acquisition, onboarding, and conversion funnels; redesigned multi-touch attribution with cohort-validated lookback windows, lifting measurement accuracy **from 10% to 39%** and reducing funnel drop-off **18%**.
- Designed and launched a **seller retention product** (Return Assurance) that converted high-churn, high-variance sellers into a stable monetization cohort; dynamic pricing drove enrollment to **20K sellers in 14 months**, generating **0.5-1% of net NMV** as a new revenue line.
- Owned **activation and retention** for a 100K+ seller analytics product; behavioral segmentation drove conversion from free to paid tier **from 10% to 14%**, while automating reporting pipeline cut seller analytics overhead from 5 hrs to 30 min/week, directly improving platform stickiness.

### Consultant I, Risk & Data Analytics

Gurugram, India | Jun 2018 - Jun 2019

#### EXL Service | Client: American Express (Merchant Finance)

- Migrated American Express **credit-risk scoring** from a SAS platform to Python by reverse-engineering its logistic-regression models and scorecard-calibration logic, scaling decisioning capacity from **10K to 100K+ merchants/day** while cutting manual effort **66%**.
- Built a **Merchant-360 view** across 5 American Express product lines and 200K+ merchants, surfacing **5K cross-sell opportunities**.

## PROJECTS

### Patent Prosecution AI: Examiner Behavior Prediction | IIT Kharagpur & Virginia Tech

- Built an **examiner-behavior prediction framework** using unsupervised clustering and network analysis on **500+ USPTO examiners**, achieving **70-75% accuracy** on held-out data; delivered as a Python package adopted by a partner law firm to inform prosecution strategy.

## CORE COMPETENCIES & TECHNICAL SKILLS

**Product & Growth:** Product Strategy, Roadmap Planning, Customer Discovery, Feature Prioritization, Go-to-Market Execution, Growth Strategy, Funnel Optimization, Pricing Strategy, Stakeholder Alignment, Cross-Functional Leadership, Competitive Intelligence

**Data & ML:** Python, PySpark, SQL, BigQuery, Databricks, ETL pipelines, machine learning & neural networks, time-series forecasting, multi-touch attribution, cohort analysis, KPI dashboards

**Tools:** Figma, Jira, Confluence, Mixpanel, AppsFlyer, PowerBI, Tableau, Metabase

## EDUCATION

### MBA, Boston University Questrom School of Business

May 2026

GPA 3.87/4.0 (High Honors) | Beta Gamma Sigma (top 20%) | SVP, Questrom Graduate Council

### B.Tech Mechanical Engineering, IIT Kharagpur

June 2018

CGPA 8.44/10 | Senior Manager, Entrepreneurship Club

**Certifications:** CFA Level II Candidate (Nov 2026), CFA Institute | Business Analytics & AI (2023), IIT Kharagpur & Virginia Tech