

Puneeth Purushothama

Product Manager | AI & Marketplace Products

Zürich, Switzerland | gowdapuneeth26@gmail.com | [linkedin.com/in/purushothamap](https://www.linkedin.com/in/purushothamap) | puneethp.com

Summary

Product Manager and founder with **6+ years** of experience, including **3** in product management. At The Trip Boutique AG, an AI-powered travel-tech startup in Zürich, led the Supplier Portal from discovery to launch, onboarding **221 suppliers**, and co-owned an AI marketing module that delivered **4x revenue** per campaign.

Previously founded **Gowrk**, a job marketplace in India that scaled to **6,000+ job seekers** and **240+ employers** within **6 months** of launch. MSc in General Management (magna cum laude) from the University of Neuchâtel and a background in computer science.

Experience

Product Manager Associate (Working Student)

May 2026 - Present

The Trip Boutique AG, Zürich, Switzerland

- Led the Supplier Portal for Brownell from **discovery to launch**, replacing emailed supplier updates that often got missed with a self-service portal, refined over **3 beta cycles** with 10 suppliers and 2 travel agency admins.
- Launched the portal to **221** suppliers during peak travel season. Within the first month, **156 logged in** and **78** submitted **128 updates**, with **88%** approved.
- Designed a configurable field model that replaced a single free-text field, so admins can set up a new supplier type in **under 5 minutes** without developers.

Product Manager (Master's Internship)

Jul 2025 - Jan 2026

The Trip Boutique AG, Zürich, Switzerland

- Owned an AI workflow that turns advisors' audio and text notes into structured reports linked to inventory. Advisors created **100+ reports** covering **400+ hotels** and restaurants within **3 months** of launch.
- Co-owned the AI marketing module with the CPO and led its targeting and exclusion rules. In a Twerenbold pilot, revenue per campaign was **4x the prior year** (2025 vs. 2024) with **48%** fewer unsubscribes, and the group is now expanding it to **4 more brands**.

Founder and CEO

Aug 2021 - Sep 2023

Emplenote Technologies (Gowrk), Bangalore, India

- Built **2 products in 8 months** (employee-appreciation software and WorkNote, a ticketing tool for car service centers). Both stalled because the solution was validated, not the problem; pivoted to **Gowrk** with a problem-first approach.
- Validated the job-discovery gap for blue- and grey-collar workers through **2,100+ surveys**, **18 company interviews** and two months working as a **daily-wage laborer**. Launched **Gowrk** that reached **6,000+ job seekers** and **240+ employers** across **2 cities**, enabling **8,200+ job applications** within **6 months** of launch.
- Solved the cold-start problem by converting **18 design partners** into the first **20 job postings** in week one, so job seekers found live listings at launch.
- Introduced qualification-based matching that cut low-quality applications by **40%**, and added employer verification to protect job seekers from fake postings.

- Launched an Android app after user calls and research showed blue and grey-collar workers relied on Android over the web. It reached **2,000+ active devices** with a **4.9-star rating**, mostly through in-app sharing.

Systems Engineer

Nov 2017 - Apr 2021

Tata Consultancy Services, Bangalore, India

- Led the automation of onboarding new users into PeopleSoft ERP in batches of 3,000–5,000, guiding 2 engineers and cutting each batch from **14 hours** (manual) to about **4** (semi-automated).
- Automated travel and expense ticket handling with self-service submissions and approvals, resolving **93% of tickets** on the same day instead of in 5 days.

Skills

Product: User research, product discovery, prioritization, roadmapping, go-to-market, two-sided marketplaces, cold-start strategy

AI & Data: SQL, KPI frameworks, generative AI, prompt engineering, human-in-the-loop design

Leadership: Stakeholder management, cross-functional collaboration

Tools: Jira, ClickUp, Figma, LogRocket

Education

MSc in General Management

Sep 2024 - Sep 2026

University of Neuchâtel, Switzerland

CGPA: 5.53 / 6.0, **magna cum laude**

Bachelor of Engineering in Computer Science

Aug 2013 - Jul 2017

Visvesvaraya Technological University, Belgaum, India

Certifications and Awards

Google AI Professional Certificate

Apr 2026

Databricks Accredited Generative AI Fundamentals

Apr 2026

Technical Excellence Award | *Tata Consultancy Services*

Ranked top technical performer among **8,700** employees in the Life Science BU for T&E automation.

Star Team Award | *Tata Consultancy Services*

Reduced SLA reporting time by 87% (2 hours to 15 minutes).

Languages

English - Fluent, German - A1 (working toward A2), Hindi - Fluent, Kannada - Native

Volunteering

Gymotion 2026 | *Swiss Volunteers, Zürich*: supported post-event operations.

People for Animals | *India*: production designer on an animal-welfare documentary.