

Puneeth Purushothama

Product Manager | 0 to 1 AI & Marketplace Products | Founder

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Summary

Product Manager with **5+ years** building AI and marketplace products. Co-owned an AI powered marketing module with the CPO of The Trip Boutique AG, delivering a **4x increase** in revenue per campaign compared to the previous year. **Founded Gowrk**, a job marketplace scaled to **6,000+** job seekers and **240+** employers, **2000** Android app downloads within 6 months of launch. Bachelor's in **Computer Science** from VTU Belagavi, Masters in **General Management** from University of Neuchâtel.

Experience

Product Manager Associate (Working Student)

May 2026 - Current

The Trip Boutique AG, Zürich, Switzerland

Problem: Enterprise Travel agencies needed tailored implementation across differing workflows, pre- and post launch of modules.

- Identified platform gaps from **3 enterprise customers** differing tech stacks pre-launch (via CPO's technical discovery), prioritizing fixes as global improvements vs. customer-specific modifications.
- Measured post-launch **adoption, engagement**, and **bugs** via LogRocket to guide product decisions.

Product Manager (Internship)

Jul 2025 - Jan 2026

The Trip Boutique AG, Zürich, Switzerland

Problem: Travel agencies lacked unified customer and destination data, relying on generic outreach.

- Co-owned **Marketing Hub** delivering **4x increased revenue** per campaign and a **42% drop** in unsubscribes (Dec 2025 vs. Dec 2024).
- Prioritized features for 3 modules (Knowledge Hub, Profiler, Marketing Hub) based on sales & customer input, growing **ARR** from **USD 80k to 210k (2.6x)** through **3** enterprise contracts.

Founder and CEO

Aug 2021 - Sep 2023

Gowrk (Emplenote Technologies), Bangalore, India

Problem: Job discovery for blue and grey-collar workers in Tier-2 cities was fragmented and unstructured, validated by surveying 2,100+ job seekers and interviewing 18 companies.

- Launched **Gowrk**, a two-sided job marketplace, scaling to **6,000+** job seekers and **240+** employers across **2** cities, enabling **8,000+** interviews in 6 months, rated **4.9 stars** on the Google Play Store.
- Solved **cold start** by converting **18** discovery interviews (employers) into first customers, seeding **20+ job postings** in week one.
- Reduced low quality applications by more than **50%** by introducing qualification based matching as a key marketplace constraint.
- Identified **WhatsApp** as the primary job sharing channel via user interviews; launched sharing features, driving **22% WoW** growth in new user sign ups.

Systems Engineer

Nov 2017 - Apr 2021

Tata Consultancy Services, Bangalore, India

Problem: Manual ERP onboarding and travel & expense workflows were slow and error prone, creating multi-day resolution backlogs.

- Led end to end automation of end user onboarding into PeopleSoft ERP, guiding 2 engineers and reducing setup time by **75%**.
- Automated travel and expense workflows, enabling self service submissions and approvals and increasing same day ticket resolution to **93%** (vs. 7 day SLA).

Skills

Product: RICE Prioritization, Roadmapping, OKRs, Product Discovery, User Research, Go-to-Market, Agile

AI & Data: Generative AI, Prompt Engineering, SQL, KPI Frameworks, Data driven Decision Making

Growth: Two sided Marketplace, Cold Start, Demand & Supply Growth, Conversion Optimization

Leadership: Stakeholder Management, Cross functional Collaboration, Influence Without Authority

Tools: Jira, ClickUp, Figma, LogRocket, Slack, MS Office

Certifications

Google AI Professional Certificate

Apr 2026

Databricks Accredited Generative AI Fundamentals

Apr 2026

Education

MSc. in General Management | **CGPA: 5.5/6.0**

Sep 2024 - Sep 2026

University of Neuchâtel, Neuchâtel, Switzerland

Key Project: Pitched AI-powered ambient clinical intelligence SaaS for India to Professors, backed by qualitative and quantitative research on market sizing, competition, and business model

Bachelors in Computer Science and Engineering

Aug 2013 - Jul 2017

Visvesvaraya Technological University, Belgaum, India

Awards & Recognitions

Technical Excellence Award | *Tata Consultancy Services*

- Ranked top technical performer among **8,700+** employees in the Life Science BU for automating **93%** of travel and expense tickets, reducing resolution time from 7 days to the same day.

Star Team Award | *Tata Consultancy Services*

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

Languages

English - Native, German - A1 (actively learning), Hindi - Fluent

Volunteering

Production Designer | *People for Animal, India*

Produced animal welfare documentary in India. Recognized by Maneka Gandhi, Former Minister of India