



Anurag Hakeem

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Summary

Strategic Product Leader & IIMA MBA with experience in scaling 0-to-1 products and managing P&L. Expertise in Product Roadmapping, Stakeholder Alignment, & Metrics Ownership to drive revenue growth in E-Commerce. Proven track record of leveraging Generative AI (LLMs) and data-driven insights to optimize operations & deliver scalable, customer-centric solutions.

Professional Experience

Director – Product & Strategy | Adtomica | Gurgaon

Feb'23 – Mar'25

- Identified a critical 50% delay in post-production cycles by analyzing Scrum user-story cycle times; piloted **Generative AI workflows (Midjourney, LLMs)** with 2 FMCG brands to validate efficiency gains before full rollout
- Overcame internal employee resistance to Generative AI adoption by framing the transition as a strategic upskilling initiative for the design team, resulting in a **30% reduction in production TAT** and enabling **3x faster client campaign launches**
- Diagnosed root causes of a 90% bounce rate utilizing **heatmaps and customer interviews**; led a platform migration (Magento to Shopify) and redesigned the checkout funnel to include advanced filtering, driving a **20% uplift in user engagement**
- Defined the Go-To-Market strategy for a new "Expert Services" tier, positioning the agency's boutique value proposition against major competitors, securing **₹1.25 Cr in annual revenue** with **₹80 Lakh profit**
- Mapped critical delivery blockers across design and account teams and piloted a **Scrum framework**; scaled the framework company-wide after pilot validation, eliminating redundancies and driving **₹6 Lakh/month in operational savings**

Web3 Creative Technologist | Moonvault Partners | Gurgaon

Feb'22 – Nov'22

- Identified high user drop-offs at payment stage caused by Ethereum gas fees; utilized an **Impact vs. Complexity matrix** to prioritize & integrate multi-chain support (Solana, Polygon), neutralizing a key competitive disadvantage against competition
- Analyzed **Google Analytics** to pinpoint user churn at the Product Description Page (PDP); led **A/B testing** on new wireframes and introduced advanced analytics charts, resulting in a **20% increase in user engagement**
- Led a cross-functional team of 20+ engineers and designers, securing C-suite buy-in for the product pivot to a **multi-currency aggregator model (Ethereum, Solana, Polygon)**, driving 30% quarterly revenue growth

India Head & Creative Technologist | Adtomica | Gurgaon

Nov'20 – Feb'22

- Launched a **B2B2C conversational AI product** (Dialogflow) to automate L1 customer queries (pricing, store hours) with integration in Messenger/Instagram to **reduce customer wait time**, contributing to **10% of yearly revenue**
- Architected the scalable technology strategy for a **₹500+ Cr FMCG brand**, integrating fragmented **legacy ERP** and Retail channels into a unified stack to ensure **seamless data interoperability across the ecosystem for real-time analytics**
- Built India team (10+ members) & institutionalized onboarding handbook, reducing ramp-up time by **57% (7 to 3 days)**

Associate - Experience Technology | Publicis Sapient | Bangalore

Jul'19 – Oct'20

- Developed a high-impact **Augmented Reality** feature for a leading American FMCG client, enhancing product interaction and driving a 25% improvement in average session time **by deploying immersive 3D assets to optimize user engagement**
- Designed and deployed **reusable email campaign templates** for a global FMCG client, **optimizing the user acquisition funnel** and significantly **improving landing page traffic** on e-commerce marketplaces

Education

MBA (PGPX) – Indian Institute of Management, Ahmedabad | India

2025 – 2026

- Live Project: 'AI Market Landscape & GTM Playbook', Persistent Systems

Bachelor In Engineering (Computer Science) – M S Ramaiah Institute of Technology, Bangalore | India

2015 – 2019

Accomplishments

- Secured rank 3/139 at Product-Marketing Case Competition by IIM Ahmedabad & Datawrkz for developing a business plan for AI-native product by defining the product design, GTM strategy, and Enterprise Architecture integration roadmap
- Awarded Top Business Talent at Adtomica for generating maximum business & financial impact across Asia Pacific
- Secured rank 2/100 at National Hackathon for developing a NFT based authentication for covid vaccine certificate

Certifications

- Scrum Master, International Scrum Institute
- Azure Fundamentals, Microsoft

Extra-Curriculars

- Authored an internationally published paper on forensic suicidal inquiry of depressed individuals using LSTM & convolutional neural networks machine learning models with an accuracy of 99.17% vs avg 88.6% of other models
- Elected IIM Ahmedabad Speaker Series Coordinator(1/157); facilitating on-campus leadership dialogues with global CXOs
- Conceptualized growth plan to scale yearly revenue by 10x for an Edtech Firm during a consulting fellowship program