

Dharana Awasthi

Madrid, Spain | ✈️ Open to Relocate | 📧 Available Immediately

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Professional Summary

AI Product Leader with 10+ years of experience across enterprise data, cloud, GenAI delivery and 0-to-1 product building. Delivered work for GEICO, Cox Communications, Mercedes-Benz and Etihad Airways and contributed to the production rollout of an **Amazon Bedrock GenAI solution** that accelerated delivery **3x** and reduced manual effort by **70%**. Led cross-functional delivery for a **\$600K annual portfolio of 70+ data and AI initiatives**. Built a 0-to-1 venture with 180 paying customers and MBA candidate at IE Business School.

Education

IE Business School, Madrid, Spain <i>MBA (Master of Business Administration)</i>	Sep. 2025 – Dec. 2026
Rajiv Gandhi Proudyogiki Vishwavidyalaya, Bhopal, India <i>B.E., Electronics & Communication</i>	Jul. 2009 – Jun. 2013

AI Product Experience

Zugado, India (Remote) <i>Founding AI Product Manager (Part-time) / AI Ranking, Evaluation and Experimentation.</i>	Oct. 2026 – Present
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- Defined **requirements and an API contract** for a shared **ranking and retrieval service** covering eligibility filtering, vector-similarity matching, and multi-signal scoring to eliminate duplicated relevance logic across features, with agreed targets for **p95 latency, precision@5, and time-to-first-bid** before the v1 launch.
- Drove an **experimentation framework** encompassing event tracking, feature flags, A/B testing, config-driven weights, and guardrail metrics to remove release dependencies for ranking changes, targeting **zero code releases per tuning change** and measuring every change against **fill rate**.
- Led an **evaluation and release-gate process** using a labelled benchmark set, **precision@k thresholds**, and **LLM-as-judge rubrics** to block quality regressions before launch, with a **pass/fail gate on every ranking or model change**.
- Owned **AI governance requirements**, including PII masking policies, **human-in-the-loop moderation**, audit logging, and rollback criteria to reduce off-platform leakage and fraud risk, tracked through **false-positive rate, review turnaround, and contact-sharing incidents**.

Professional Experience

YogDharana.life Founder <i>Product Lead / B2C Wellness Product</i>	Aug. 2024 – Sep. 2025
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- Launched a **0-to-1 consumer wellness product** (web onboarding platform and live programs) to improve adherence in lifestyle-condition care, reaching **180 paying customers** and **\$38K revenue** with no paid marketing.
- Diagnosed a **week-2 retention drop-off** through attendance data, surveys and interviews; redesigned onboarding with challenges and 1:1 feedback loops, **tripling daily attendance from 30% to 90%**.
- Built a **referral-led growth engine** (workshops, corporate wellness, SEO), driving **55%+ repeat customers** and **10%+ premium upgrades**.

Genpact <i>Lead Consultant, GenAI & Data Platform Product Owner / Cox Communications</i>	Jan. 2022 – Aug. 2024
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- **Led a GenAI ETL copilot on Amazon Bedrock** from PRD to production that generates and validates pipeline logic, replacing a slow manual build-and-review cycle; delivered data products **3x faster** with **70% less manual engineering effort**.
- **Defined success metrics and a human-in-the-loop validation gate** (automated Hive/Athena data and runtime checks, UAT) to solve low trust in AI-generated code, driving adoption across client engineering teams.
- **Selected Amazon Bedrock over external LLM APIs** to keep client data inside existing AWS security controls, clearing the data-governance blocker for production rollout.
- **Owned roadmap, budget, QA and launch for 70+ big data and AI initiatives** on network and security use cases, generating **\$600K in annual revenue** and standardizing delivery on one reusable structure.
- **Restructured the delivery operating model**, solving capacity and cost constraints and **reducing team size by 60%** (10 to 4) within six months while maintaining throughput across 70+ initiatives.
- **Aligned 10 cross-functional teams** across US and India time zones; **promoted to Lead in 12 months**, recognized by the client VP and awarded top-performer bonuses (FY2023, FY2023–24).

IBM Aug. 2019 – Dec. 2021

Big Data Specialist / GEICO Insurance (Fortune 100)

- **Built a cloud-native AWS data platform** (PySpark, Glue, S3, Lambda, Athena) with event-driven ingestion for insurance policy workflows, **leading a 5-person team** from requirements to production.
- **Designed automated data validation and balancing** in Athena and **Terraform-based orchestration**, giving business teams reconciled policy data and repeatable, version-controlled releases.
- **Earned three Manager's Choice Awards** for high-impact delivery and cross-functional leadership.

Infosys Jun. 2018 – Aug. 2019

Associate Consultant (Scrum Master) / Mercedes-Benz

- **Translated business requirements into data products as Scrum Master**, prioritizing the backlog and running sprints for the data engineering team.
- **Optimized Spark and Hive SQL pipelines** to fix slow production jobs, making them **80% faster** and owning end-to-end production monitoring.

IBM May 2015 – Jun. 2018

DataStage IIS Administrator / Etihad Airways & Office Depot

- **Automated ETL operations with Python and shell scripting**, removing repetitive manual work and **saving 500+ engineering hours a year**.
- **Kept mission-critical airline and retail data platforms at 99.95% uptime** through provisioning, engine recovery and DEV/QA/PROD release migrations.

MBA Product Projects

Mastercard | IE Business Impact Lab May 2026 – Jun. 2026

Agentic AI Solution for Hospitality

- Designed an agentic-AI hospitality solution, including problem framing, proof-of-concept design, scenario planning, product roadmap and revenue/profit model.

peeSafe | MBA Final Integration Project Aug. 2026 – Oct. 2026

European Go-to-Market Strategy

- Built the European go-to-market strategy for 10 products across Germany, France and the Netherlands.

Skills & Certifications

AI Product: AI product strategy, platform roadmaps, PRDs, success and guardrail metrics, LLM evaluation, human-in-the-loop design, build vs. buy, model selection, cost vs. quality trade-offs, Responsible AI, A/B testing, go-to-market.

AI & Platform: Generative AI, LLMs, RAG, AI agents, prompt engineering, Amazon Bedrock, SageMaker, LLMOps/MLOps, AWS (Glue, S3, Athena, Lambda, SNS, IAM), Terraform, Kubernetes, CI/CD, Git.

Data: Data platforms, ETL/ELT, Spark, PySpark, Hadoop, Hive, SQL, Python, data quality and validation, DataStage.

Leadership: Cross-functional leadership, stakeholder management, budget and P&L ownership, Agile/Scrum, enterprise AI adoption.

Certifications: AWS Certified Cloud Practitioner; AWS Certified AI Practitioner AIF-C01

Awards: 3x Manager's Choice Award, IBM; Power-Women Club organizer, IBM.

Languages

English (Native); **Spanish** (Basic); **Hindi** (Native)