

HARSH LARIYA

Product Manager | AI Product Management | Data Platforms & B2B SaaS | 0→1 & Scale

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SUMMARY

Product Manager with 5 years of end-to-end product ownership in B2B SaaS and EdTech, from product strategy and roadmap to launch and scale. Heads product reporting to the Founder: owns 6 products, leads a 12+ member tech team and mentors an APM. Took a lead-distribution platform from 0→1 to 78M+ records and 600+ clients, and a CMS and SEO platform to 300K+ indexed pages. Data-driven (SQL, Python, A/B testing) and hands-on with Generative AI: built and shipped 3 LLM-powered products with RAG-style grounding, structured outputs and evaluation for quality, reliability and cost.

EXPERIENCE

Product Manager — KollegeApply

Jan 2025 – Present · Gurugram

Senior-most product role, reporting directly to the Founder. Own the roadmap for 6 products (lead management, website & SEO, CMS, news portal, B2B portal, DevOps); lead a 12+ member tech team and mentor 1 APM.

- **Lead Management Platform (sole PM, 0→1):** ran discovery with Ops and Sales, evaluated buy vs. build, wrote PRDs and shipped a configuration-led B2B platform; delivery time **1–2 hrs → under 5 min**, ops headcount **40–50 → 10–12 (~75%)** while clients grew **~200 → 600+** with ~80% retention.
- Scaled to **78M+ lead-distribution records across 268K+ batches** (12.4M+ in peak month); prioritized PII masking with role-based access, 10-state exception tracking, audit logs and deduplication that blocked **23M+ repeat sends**.
- **Website, CMS & SEO platform (0→1):** defined the information architecture and structured-data layer powering programmatic pages; indexed pages **150K → 300K+**, monthly sessions **94K → 339K (3.6×)**, bounce rate **60%+ → under 40%**, PageSpeed **75+ mobile / 90+ desktop**.
- Automated content operations: processing **4 hrs → 10 min** via bulk upload and validation (50+ users); self-serve listings **2–3 days → 5 min**, removing engineering dependency.
- Launched an SEO-first **news portal** (500K+ sessions in 5 months) and a **B2B API integration** delivering 261K+ leads to 60+ enterprise clients at 99%+ uptime.
- Built custom GA4 reports and Search Console health audits; guided scraping and data teams; co-created wireframes with Design from user feedback.

Product Manager — Collegedunia (Collegedunia.com, Prepp.in)

Aug 2023 – Sep 2024 · Gurugram

- Owned the lifecycle of 240+ initiatives (course finder, comparison tools, reviews, landing pages) with 16+ engineers and QA.
- Drove conversion rate optimization: institutes redesign lifted click-to-lead conversion **1.94% → 2.78% (+43%)**, plus 3% from cutoff and placement data in Q&A.
- Launched data-driven ranking and cutoff pages: **98K+ monthly visitors across 3,769 pages**, bounce rate **–40%**, session time **+10%**.
- Automated content updates and one-click notifications for 2,000+ colleges (**2–3 days → under 1 hr**); dynamic CMS widgets and global course search (1.4% desktop CTR).

Associate Product Manager — Collegedunia

Mar 2022 – Aug 2023

- Cut manual data processing 50% via bulk-upload workflows; shipped 110+ scrapers as a real-time data pipeline.
- Built a Google Trends keyword uploader (exam-demand insights within 24 hrs), Data Studio reporting automation and Telegram bots.

Digital Content Analyst — Collegedunia

Aug 2021 – Feb 2022

- Promoted to APM in 7 months, the fastest on the team; Q4 2021-22 Quarterly Performance Award.

AI PRODUCTS (INDEPENDENT, LIVE)

- **RankFlowHQ:** Generative AI SEO platform; LLM pipeline from keyword to cited, publish-ready article; owned positioning vs. ChatGPT/Surfer/Jasper and a no-signup demo for time-to-value. Built 0→1, solo.
- **RankFlowHQ Education Hub:** AI content automation from RSS/sitemaps and Google Trends to repurposed, indexable news pages.
- **HarshOnRoads:** AI trip planner, verified data first with labelled AI fallback, English/Hindi, 10+ planning tools; distribution via my own travel content (264+ YouTube Shorts).

SKILLS

Product Management: product strategy & vision, roadmapping, product lifecycle, user research & feedback, competitor analysis, PRDs & user stories, wireframing, backlog prioritization, go-to-market, KPIs & OKRs, A/B testing, conversion optimization, 0→1 & scale

AI / ML: Generative AI, LLMs, RAG, prompt engineering, structured outputs, AI agents, AI evaluation & hallucination mitigation, ML fundamentals

Leadership: cross-functional leadership, tech team management (12+), APM mentoring, stakeholder management, Agile/Scrum, UAT

Data & Technical: SQL, Python, GA4 custom reporting, Search Console analysis, data pipelines, APIs & integrations, technical & programmatic SEO, DevOps & deployment basics, AI-assisted coding

Tools: Jira, Figma, GA4, Looker Studio, Search Console, GitHub, Cursor, Supabase, Excel

EDUCATION & CERTIFICATIONS

B.Tech, Electrical Engineering — Delhi Technological University (DTU)

2017 – 2021

Kaggle: Intro to Machine Learning, Pandas, Advanced SQL · Google: Data Foundations · Udemy: SQL for Data Analytics · Coursera: Python Data Structures