

Priyanka Shetty (Pri)

Principal Product Manager | AI Products, Agentic Systems & Enterprise SaaS | Product Strategy

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Summary

Product leader with 15+ years building and scaling enterprise SaaS, analytics, and AI products across technology, financial services, and healthcare. Shipped a production RAG-based support assistant and personalized adoption journeys at Oracle for platforms serving 15M+ users; built predictive customer-risk products at S&P Global that contributed to a 10%+ improvement in retention. Now leads The AI Pit Stop, building and validating applied GenAI and agentic products from discovery and prototyping through evaluation and launch. Combines hands-on AI product depth with enterprise strategy, operating-model design, and cross-functional leadership.

Core Skills

AI/ML Product: GenAI Strategy | RAG | Agentic Workflows | Personalization | Predictive Analytics | AI Opportunity Assessment | Human-in-the-Loop

AI Evaluation: Golden Datasets | HHH | LLM-as-Judge | Confidence Thresholds | Model Benchmarking | Context and Memory Design

Product Leadership: Product Strategy | Discovery | Customer Research | 0-to-1 Development | Roadmaps | Prioritization | OKRs | Metrics | PM Coaching

Enterprise Delivery: Product Operating Models | PDLC | UAT and Quality Gates | Launch Readiness | Regulated Environments | Cross-Functional Alignment

Technical: APIs and Integrations | RAG Pipelines | Vector Search and Embeddings | OCI | SQL | Databricks | Snowflake | Tableau | Jira | Figma | Pendo | GitHub | Next.js | n8n

Professional Experience

The AI Pit Stop | Founder & AI Product Lead

Nov 2025 – Present | Cranbury, NJ

Applied GenAI product studio and education business focused on AI-native product workflows and decision systems

- Own product strategy and hands-on development across a portfolio of applied AI products, moving opportunities through customer discovery, workflow design, prototyping, evaluation, positioning, and launch decisions.
- Created the Agentic Product Operating System (APOS), a repeatable framework for helping product organizations identify valuable AI opportunities, design coordinated agent workflows, manage context, and introduce evaluation and governance checkpoints.
- Built and launched Fantartistic, a live AI-enabled product that transforms customer memories into personalized watercolor-style keepsake art; use real-user feedback to refine the experience and operating workflow.
- Build and validate agentic PM systems, including VectorPM's Context Debt product and specialized customer-research and product-definition agents, using coordinated workflows, structured context, and human review.
- Built and launched the AI Readiness Diagnostic as a live production product using Next.js and the Anthropic Claude API, combining structured scoring with AI-generated insights across five enterprise adoption dimensions.
- Built and launched a production Customer Support Agent that retrieves grounded answers from approved business content, applies structured response logic and human-review safeguards, and supports scalable customer self-service.
- Define evaluation and governance approaches using golden datasets, HHH criteria, LLM-as-judge scoring, confidence thresholds, and human-in-the-loop review; benchmark GPT, Claude, and Gemini for quality, reliability, and cost.

Maven | AI Product Management Instructor (Freelance)

Aug 2026 – Present | Remote

- Design and teach live, hands-on AI product management programs that move learners from prompting to workflow and agent design, including orchestration, context engineering, evaluation, and human oversight.
- Created curricula for Build Your Agentic AI PM Team, AI Enhanced PM, and Chaos to Clockwork for AI Product Leaders, translating emerging technical practices into practical frameworks, working builds, and portfolio-ready outcomes.

Preply | Product Management Coach (Freelance)

Apr 2026 – Present | Remote

- Coach product managers and analytics leaders across healthcare and global data organizations on product strategy, discovery, prioritization, requirements, stakeholder leadership, and outcome-based roadmaps.
- Develop individualized learning plans and apply product frameworks to active workplace challenges, helping clients turn ambiguous requests into clear problems, decisions, success measures, and executable product plans.

Oracle Corporation | Principal Product Manager, Product Operations & Strategy Apr 2022 – Oct 2025 | Remote

Oracle Guided Learning & Oracle Cloud Success Navigator, enterprise SaaS platforms serving 15M+ users. Operated at Director-level scope across two flagship platforms and a 50+ stakeholder operating model.

Production AI, Personalization & Customer Outcomes

- Helped define and ship a production RAG-based OGL support assistant using enterprise content, retrieval, vector search, confidence gating, and human escalation, reducing support tickets by approximately 30% across an ecosystem serving 15M+ users.
- Led GenAI-assisted content creation for Oracle Guided Learning, enabling teams to scale contextual in-application guidance for complex Oracle Fusion workflows while maintaining quality and governance controls.
- Created personalized onboarding and adoption journeys in Oracle Cloud Success Navigator based on each Fusion customer's stage, and defined success KPIs across onboarding, engagement, adoption, and product utilization; improved NPS from 6 to 8 and onboarding satisfaction by 37%.
- Led continuous discovery through customer conversations, persona development, design-thinking workshops, behavioral telemetry, competitive analysis, and stakeholder feedback to connect roadmap investments to validated needs and measurable outcomes.

Operating Frameworks & Playbooks That Scale

- Designed and owned the full product operating model across two platforms, building the governance, planning rituals, quality gates, and launch readiness standards that moved the org from reactive delivery to predictable execution.
- Reduced time-to-market from 6 to 9 months down to quarterly releases (50 to 67 percent improvement) and post-release defects by 90 percent through tiger UAT programs, shift-left quality, and repeatable launch frameworks.
- Built an OKR system at organizational and team levels with executive-ready portfolio reporting delivered quarterly to VP and SVP leadership to drive prioritization and investment decisions.

Coaching & Cross-Functional Influence

- Coached and developed 7+ product managers on modern product practices through structured mentoring, skills workshops, and hands-on guidance in roadmap governance, customer research, and stakeholder communication.
- Established and led a weekly Operational Alignment cadence across Product, Engineering, Marketing, Sales, Customer Success, Support, Delivery, DevOps, and QA; surfaced at-risk milestones, dependencies, blockers, and decisions across 50+ stakeholders.
- Set portfolio strategy and goals across the two platforms, aligning product roadmaps, dependencies, and investment priorities to organizational OKRs and executive decision cycles.

S&P Global | Product Manager, Usage Analytics Platform

Jun 2019 – Apr 2022 | New York, NY

Enterprise behavioral analytics platform for the Market Intelligence division, built from the ground up in a regulated financial services environment.

- Built the enterprise Usage Analytics Platform from 0 to 1 and through production, replacing weeks-long manual analysis with predictive forecasting dashboards and real-time behavioral intelligence for customer and product teams.
- Partnered with Data Science to develop behavioral models and risk scoring that predicted declines in user activity, enabling proactive customer interventions and contributing to a 10%+ improvement in year-over-year retention.
- Operationalized product-usage, adoption, and expansion signals through executive dashboards and CRM-connected reporting, informing retention, product, and go-to-market decisions in a regulated financial-services environment.

S&P Global | Product Owner, Beacon Global Digital Experience

Oct 2017 – May 2019 | New York, NY

- Led the 0-to-1 consolidation of four divisional websites into a unified global platform supporting localization, personalization, and experimentation across regions.
- Defined personalized digital experiences that displayed relevant content based on users' location, language, and interests, leading delivery across Product, Design, Engineering, Marketing, and regional stakeholders.

Weill Cornell Medicine | Senior Business Analyst, Digital Transformation

2013 – 2014 & 2017 | New York, NY

- Led the Provider Profile System redesign and migration from a custom CMS to Drupal, modernizing the platform and content workflows supporting 2,000+ physicians while maintaining HIPAA-aligned delivery practices.
- Delivered patient-facing digital capabilities including smart search, online appointment booking, and self-service experiences, contributing to a 40% increase in patient engagement across a platform serving millions of patients.
- Led requirements and delivery for the Weill Cornell Medicine Headache Program web experience, partnering directly with senior neurologists and the technology team to translate clinical needs into an accessible, timely digital launch.

Influencer | Co-Founder & Product Lead

Dec 2014 – Nov 2016 | London / Bangalore

- Founded a SaaS influencer marketplace from zero in an entrepreneurial, high-ambiguity environment, scaling to a 10,000+ creator network through data-informed iteration and full lifecycle ownership from vision through GTM.
- Owned customer discovery, product requirements, marketplace workflows, partner relationships, and go-to-market execution, using user and campaign data to iterate toward product-market fit.

Earlier Experience

Product Manager, Platform Modernization (Contract) | AOL, 2012 – 2013. Led migration from Drupal to AOL's custom CMS, modernizing publishing workflows and infrastructure and contributing to \$1M in annual cost savings.

Business Analyst | Social Media Link (Vesta), 2013 – 2014. Helped build and launch Smiley360, a consumer advocacy and social marketing platform, managing requirements and the product lifecycle from concept through launch.

Assistant Professor, Computer Science | Bunts Sangha Higher Education, 2009 – 2011. Designed and delivered undergraduate CS curriculum, grounding a career-long orientation toward structured systems thinking.

Web Business Analyst | WebKraft Solutions, 2010 – 2011. Managed website development and delivery workflows across multiple client accounts.

Education & Certifications

Bachelor of Science, Computer Science | SDM College of Engineering

AI & GenAI: Agentic AI Product Management Using Claude Code (Maven) | Hire Your AI Workforce (Maven) | Google AI Essentials | Google Cloud GenAI Series | Pendo AI for Product Management | OCI AI Foundations

Product & Analytics: Pendo Product-Led Certification | Business Analytics: From Data to Insights | EssentialTECH Foundations | NYU Digital Marketing

Agile: ICAgile Agile Coaching | CSM | Prior Certifications: SAFe 5 PM/PO, SAFe 5 RTE, SAFe 5 Practitioner, CSPO

Additional Information

Languages: English and Hindi (Native/Bilingual) | Kannada (Full Professional) | Konkani and Tulu (Professional Working) | Marathi (Limited Working)

Beyond Product: Visual artist and founder of Fantartistic | Avid reader and traveller | Home vegetable gardener