

Priyanka Shetty

Product Leader | Meet me at the intersection of Product Operations x AI x Data Analytics.
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Executive Summary

Enterprise product leader with 15+ years driving product strategy, roadmap execution, and go-to-market delivery for data platforms, generative AI products, and agentic systems at Oracle, S&P Global, and Weill Cornell Medicine. Consistent track record of 0-to-1 product development at Director-equivalent scope — from event instrumentation and machine learning-powered analytics to LLM-based agentic products serving 15M+ users. Expert at translating voice of customer (VOC) and competitive analysis into prioritized product roadmaps that align cross-functional stakeholders and accelerate business outcomes. Founder of The AI Pit Stop and creator of the APOS (Agentic Product Operating System) framework for enterprise AI transformation.

Professional Experience

Founder & Principal Consultant | **The AI Pit Stop** 2025 – Present | Princeton, NJ Enterprise AI Consulting | [VectorPM.ai](#) | [APOS Framework](#)

- Defined product vision and go-to-market strategy for VectorPM.ai, a B2B agentic product operating platform built on generative AI (Google Antigravity, Anthropic Claude API, Next.js 15, Supabase) — currently in pre launch waitlist stage.
- Created the APOS (Agentic Product Operating System) framework addressing three enterprise AI failure modes — Context Debt, Alignment Tax, and Strategic Drift — delivering structured AI readiness assessments and transformation roadmaps for enterprise clients.
- Designed and launched an AI Readiness Diagnostic tool combining voice of customer research, competitive analysis, and a personalized AI maturity scorecard; deployed as gated lead generation asset. • Shipped 4 AI-native products end-to-end across consulting, health, fitness, and productivity verticals — owning full product lifecycle from discovery and MVP scoping through release management and go-live.

Principal Product Manager | **Oracle** 2022 – 2025 | Remote / Princeton, NJ Oracle Guided Learning | [Cloud Success Navigator](#) | 15M+ users

- Owned product roadmap and strategic vision for Oracle Guided Learning, an AI-powered digital adoption platform; drove 67% reduction in time-to-market across a 300-person product organization through agile sprint redesign, OKR alignment, and executive stakeholder management.
- Led product strategy for Cloud Success Navigator, a machine learning-powered customer guidance product; prioritized features using RICE and MoSCoW frameworks, shipping 4 major releases annually against enterprise SLA commitments.
- Defined and implemented product instrumentation and telemetry standards across Oracle SaaS portfolio — embedding event tracking, adoption funnels, and KPI dashboards that became the baseline for data-driven product decisions org-wide.
- Drove cross-functional alignment across 6 product lines, introducing a product operations model that cut defect backlog by 40% and reduced planning cycle time from quarterly to biweekly sprint cadences. • Built PM onboarding, enablement, and release management playbooks adopted across a 25-person PM organization; mentored senior PMs on roadmap governance and executive stakeholder communication.

Senior Product Manager | **S&P Global** 2017 – 2022 | New York, NY Usage Analytics Platform | [Global Digital Experience](#)

- Built 0-to-1 the Usage Analytics Platform — a proprietary behavioral data product spanning event instrumentation, ETL pipelines, customer segmentation, and real-time KPI dashboards — directly informing churn prevention and expansion strategy across a \$3B+ financial data business.
- Led product discovery and user research with institutional enterprise clients including investment banks,

asset managers, and hedge funds; translated regulatory constraints and customer journey insights into a prioritized product roadmap.

- Designed and shipped the Global Digital Experience platform, consolidating 12 legacy web properties into a unified product surface serving clients across 40 countries; managed full product lifecycle from business case development through go-live and release management.
- Implemented a tagging taxonomy and governance framework adopted across 8 product lines; connected instrumentation output to NPS, CSAT, and retention reviews presented to C-suite stakeholders quarterly.
- Drove 22% improvement in user activation rates through structured A/B testing, funnel analysis, and feature prioritization within a SOC 2 compliant, regulated FSI environment.

Product Manager | Weill Cornell Medicine 2017 | 2013 | New York, NY Clinical Systems & Digital Health Products

- Led end-to-end product delivery for clinical-facing systems; managed product roadmap and stakeholder alignment across clinical informatics, compliance, legal, and external API integration vendors in a HIPAA regulated environment.
- Managed EMR API integration projects through IRB review cycles — defining product requirements, release management plans, and go-live criteria across complex multi-stakeholder ecosystems.
- Launched a patient-facing digital scheduling and communication platform; conducted user research and customer journey mapping with clinical staff and patients, improving appointment adherence by 18% within 6 months of go-live.

Co-Founder & Product Lead | Influenzer 2014 – 2016 | New York, NY B2B SaaS Marketplace | 10K+ users

- Co-founded and led product strategy and go-to-market execution for a B2B SaaS influence marketplace; achieved product-market fit, scaled to 10K+ users, and secured enterprise client contracts with zero external funding.
- Owned full product lifecycle: competitive analysis, user research, MVP scoping, feature prioritization, agile sprint management, and GTM launch as a 4-person founding team.

Earlier Experiences can be found at: [linkedin.com/in/psproductmanagement](https://www.linkedin.com/in/psproductmanagement)

Core Competencies

AI & Product Strategy: Generative AI, agentic AI, LLM integration, machine learning products, AI readiness assessment, product vision, product-market fit, APOS framework

Product Management: Product roadmap, go-to-market (GTM) strategy, product lifecycle management, MVP definition, feature prioritization (RICE, MoSCoW), release management, agile, scrum, sprint planning

Research & Discovery: User research, voice of customer (VOC), customer discovery, customer journey mapping, competitive analysis, business case development, stakeholder management

Data & Analytics: Event instrumentation, behavioral analytics, ETL pipelines, A/B testing, funnel optimization, KPI dashboards, NPS, CSAT, customer segmentation, retention strategy

Enterprise & Regulated Environments: Enterprise SaaS, FinTech, HealthTech, FSI, HIPAA, SOC 2, executive stakeholder management, cross-functional leadership, OKR systems, organizational alignment

Tools & Stack: Google Antigravity (Gemini), Anthropic Claude API, Next.js, Supabase, Mixpanel, Amplitude, Jira, Figma, Salesforce

Education and Certifications

B.S., Computer Science | SDM CET

Certifications: SAFe PM/PO | Certified Scrum Product Owner (CSPO) | Certified Scrum Master (CSM), Data Analytics, Digital Marketing, AI Certifications and more.

Thought Leadership

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