

MAYANK SAGAR

Senior Product Manager / Senior Consultant

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SUMMARY

Senior Product Manager / Senior Consultant with 7 years building at the intersection of AdTech, Healthcare, and applied AI. Delivered \$90M+ in revenue while shipping a Healthcare AI stack, an agent-to-agent framework, and TESS, an AI IDE framework that let non-engineers ship micro-frontend changes 85% faster. Works the full arc: roadmap and PRD through agent architecture, enablement, and CI/CD.

EXPERIENCE

MiQ Digital · Bengaluru, India

Senior Product Manager / Senior Consultant (US Local Products)

Apr 2026 – Present

- Building a Healthcare AI stack across data, compliance, retrieval and agent surfaces as the Healthcare product line shifts to AI-native features, so measurement and audience questions resolve without analyst intervention.
- Shipped TESS, an AI IDE-based webapp creation framework: upskilled product analysts on SDLC and CI/CD and built the guardrails (typed contracts, lint/test gates, shared design tokens) that let non-engineers deliver micro-frontend UI changes end-to-end, cutting combined frontend and backend delivery time by 85%.

Product Manager / Consultant (US Local Products)

Jan 2024 – Mar 2026

- Led 10+ member cross-functional teams to build products helping US advertisers reach high-value Healthcare, Entertainment & DOOH audiences; delivered ~\$90M in revenue including 2025 Healthcare releases (2 HCI updates, MiQ Health Segment v2) and an AI-powered Healthcare chatbot that cut analyst dependency for measurement queries.
- Built an A2A agent framework to eliminate time analysts spent navigating fragmented data systems, enabling natural-language queries across compliance, wiki and measurement via Vertex AI; adopted Replit & Cursor to cut internal tool build time; founded MiQ's AI Club to scale AI/ML literacy across teams.

Associate Product Manager / Consultant (US Local Products)

May 2022 – Dec 2023

- Built the DOOH product suite to close advertiser gaps in out-of-home planning, covering aviation targeting, proximity, cross-channel, Search Sync & automated RFP generator; grew DOOH from \$2M to \$5M (150% YoY, 2022–23), owning end-to-end PRD, sprint planning and stakeholder alignment.
- Replaced manual pharma client reporting with an automated activation and measurement solution (~8 hrs/week saved per client, ~100 analyst hrs/run); built an Entertainment Planning Tool so planners could discover relevant content inventory in minutes, powered by content + collaborative filtering recommendation engine.

Senior Business Analyst

Apr 2021 – May 2022

- Replaced manual analyst workflows for \$3–4M enterprise accounts with automated pipelines (PySpark, SQL) and self-serve dashboards (Google Data Studio, Apps Script), cutting recurring manual work by 30–40% and freeing the team for higher-value analysis; onboarded and upskilled 5+ junior analysts.

Business Analyst (incl. Internship)

Jan 2019 – Mar 2021

- Built a Movie Online-to-Offline attribution model proving digital ad ROI for film studios by measuring actual theatre footfall; gave a cybersecurity client real-time market impact visibility via a data breach dashboard (\$500K account increment during COVID); built CRM segmentation models for personalised campaign targeting across auto and CPG brands.

IIT Kharagpur (Indian Institute of Technology) · Kharagpur, India

Research Intern – Recommendation Systems, ISE Department

Jun 2018 – Jul 2018

- Researched graph kernel models to improve recommendation accuracy in sparse-data environments; benchmarked collaborative filtering approaches on RMSE, MAE, precision and recall, with findings that directly shaped recommendation engine design in later roles at MiQ.

IIM Lucknow (Indian Institute of Management) · Lucknow, India

Data Science & Analytics Intern

Jun 2017 – Jul 2017

- Completed an intensive analytics programme covering R, statistics and econometrics; executed Harvard Business School case analyses and built 2 mini-projects plus a capstone on MBA salary trends, airline pricing dynamics and hotel industry performance.

EDUCATION

R.V. College of Engineering, Bengaluru

2015 – 2019

B.E. Industrial Engineering & Management · 8.64/10 CGPA

Relevant Coursework: Product Management, Operations Management, Advanced Statistics, RDBMS, Data Analytics, Work Systems Design

SKILLS

AI & Product Agent frameworks (A2A) · RAG & retrieval design · Evals & guardrails · AI enablement · Product strategy · Roadmap & OKRs · PRDs · A/B testing · GTM

Engineering & Data Python · SQL · PySpark · R · CI/CD · Micro-frontends · BigQuery · Firebase

Platforms Vertex AI · GCP · Cursor · Replit · DV360 · ADH · Tableau · Google Data Studio

Ways of Working Agile · Scrum · Stakeholder management · Cross-geo delivery (US/India)

ADDITIONAL

Awards: Finalist – Google Agentic AI Day Hackathon (2025) · Winner – Wequity ज़रफ़ AI Hackathon (2025) · MiQ Emerging Leaders Programme · NPTEL Gold Medalist (R Programming)

Interests: Chess (Bengaluru Chess Club regular) · Running & trekking (3 Himalayan treks) · Speed cubing (Co-founder, RVCE Cube Society)