

Vibhor Madan

PRODUCT | STRATEGY

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PROFILE SUMMARY

Senior Product Manager with 8+ years scaling fintech and B2B SaaS products across global markets. Currently leading AI-first product transformation at UpViral, embedding OpenAI-powered workflows that reduced campaign setup time by 40% and cut support tickets by 45%. Deep background in regulated fintech at scale (Bajaj Finance), founder experience building and selling a SaaS product, and a consistent track record of turning complex problems into measurable product outcomes.

PROFESSIONAL EXPERIENCE

Senior Product Manager

UpViral, Luxembourg (EU Remote)

Feb 2025 - Present

- **Reduced support first-response time by 60% and manual tickets by 45%** - built and deployed an AI-powered support agent using OpenAI Assistants API, integrated with Freshdesk for intelligent fallback ticketing.
- **Cut campaign setup time by 40%** - embedded AI-assisted workflows into the core user journey via guided flows, smart templates, and pre-filled logic, enabling marketers to launch high-performing referral campaigns faster.
- **Led end-to-end AI-first transformation of the core product**, integrating OpenAI APIs across campaign setup, content generation, and decision-making, laying the foundation for an intelligent, self-serve growth engine.
- **Owned the full product roadmap** across campaign builder, AI flows, and admin panel redesign, coordinating releases across a cross-functional team of engineers, designers, and support agents.
- **Collaborated with marketing** to align product features with GTM and lifecycle campaigns across email, CRM, and affiliate channels.
- **Led hiring for frontend engineer and marketing manager roles**, scoped profiles, ran interviews, and ensured alignment with product strategy and team culture.

Product Manager, Contractor

GFA Exchange, Birmingham, UK

Aug 2023 - Dec 2023

- **Redesigned core B2B SaaS platform** to better serve both lenders and SME users, introducing a dual-interface experience that led to a 15% increase in platform engagement and improved onboarding KPIs.
- **Led the complete platform migration from Umbraco to Azure**, reducing infrastructure overhead and enabling faster deployments with improved security and identity management.
- **Built product roadmap** for SME acquisition, launching features that enabled direct access for SMEs to share financial data with lenders, driving early traction in a new user segment.
- **Created wireframes, PRDs, and MVP flows to validate new feature** ideas and business hypotheses — enabling faster cycles of iteration and strategic direction pivots.

Senior Product Manager
Bajaj Finance Limited, India

May 2020 - Dec 2022

- **Led product across digital lending, payments, and CRM for one of India's largest NBFCs.**
- **Increased user acquisition by 40%** - launched end-to-end digital onboarding journeys for Fixed Deposits and Flexi Loans on app and web, transforming lead-based flows into real-time self-serve experiences.
- **Designed and launched Flexi Loans** - an on-demand credit product enabling instant fund withdrawal with flexible repayment. Owned UX revamp, eligibility API integration, and full GTM execution.
- **Improved sales engagement by 35% and process efficiency by 20%** - built custom CRM and sales tools for 500+ agents, with automated lead prioritisation and real-time status tracking.
- **Reduced payment failures by 30%** - drove roadmap for Digital Wallet and third-party payment gateway integrations, leveraging external APIs, payment processors, and compliance flows.
- **Enabled secure real-time data sync** across mobile and web for KYC, credit assessment, and user behaviour analytics via RESTful APIs and JSON frameworks.

Product Manager - Analytics

InSignal LLC, India - SaaS Based web analytics platform

March 2019 - April 2020

- **Led roadmap and feature design** for heatmaps, user recordings, and conversion dashboards—acquiring over 3,000 new users in Q1 post-launch.
- **Created release plans and functional specs** to streamline sprints, improve dev handoffs, and reduce feedback loops.

Business Process Manager – Partner & Operations

Novanet LTD, India - Call centre SaaS

June 2017 - Feb 2019

- Defined product requirements, development life cycle, sprints, release road map and solution to introduce new features (snoop, barge, dialer analytics, real-time number swapping) for enterprise SAAS call centre solution – Same-space
- **Led partner carrier operations** and VOIP procurement, managing vendor relations and routing logic for inbound and outbound traffic.

Managing Partner

WaferFoods LTD, India - Food tech SaaS startup

April 2014 - May 2017

- **Developed and launched a restaurant management POS software** with reports and analysis and integrated with online delivery orders. Sold over 5k licenses and got acquired by a larger local player
- **Established and Operated 3 cafes** with a team of 18 chefs & servers and successfully maintained 16-20% operational profitability across all outlets

EDUCATION

MBA

Aston Business School, Birmingham, UK

Jan 2023 - Jan 2024

- **Awarded the MBA Global Leadership Scholarship**; collaborated with **Virgin Money** to develop a growth strategy for Equilibrion, focused on increasing market share and revenue.
- **Provided strategic consultancy to a UK-based marketing agency** (Nonsensical) to design an international expansion plan targeting the US market.

Bachelor Of Engineering, Information Science

Dayananda Sagar Institutions, India

April 2010 - May 2014

- **Delivered a VOIP-based internal calling network** based over the local broadband, as a final project
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