

## **SHILPI KASLIWAL**

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**Product Manager with 4+ years building enterprise data platforms and AI-driven discovery tools in fintech environments.** Led migration of a large-scale data platform from on-prem to GCP and delivered features that improved data access and usability for **30K+ users across 12+ business units**. Built semantic search using LLMs and automated onboarding workflows that reduced setup time by **40%** and manual effort by **60%**. Strong at translating complex stakeholder needs into clear, scalable data product.

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## **WORK EXPERIENCE**

**American Express Ltd.** - Member Engagement & Data Platforms

May '22 - Present

**Sr. Associate Product Manager promoted from Associate Product Manager**

Key Responsibilities:

- 1) Owned roadmap and execution for an enterprise data platform used by **30K+ monthly users across 12+ business units**, improving how analysts discover data, create projects, and run workflows.
- 2) Built semantic search for datasets using **LLM + RAG**, replacing keyword-only search and improving search success by **85%** while reducing failed searches by **40%**.
- 3) Automated project setup and onboarding workflows, reducing onboarding time by **40%** and manual effort by **60%**, enabling faster self-serve data usage.
- 4) Partnered closely with data engineering and analytics teams to ship reusable datasets, search improvements, and self-serve tools used across multiple teams.
- 5) Ran user interviews and analyzed platform usage to identify friction in discovery and reporting workflows; shipped UX and automation improvements that increased adoption from **5K to 30K+ monthly active users**.
- 6) Presented platform metrics and user insights to leadership and secured **~\$250K** in funding for next-phase data and AI initiatives.

**Swastika Investmart Ltd.**

Oct. '19 - Oct. '20

**Associate Equity Research Analyst - Sell-side**

Key Responsibilities:

- 1) Conducted competitive and financial analysis to identify market opportunities and inform strategy.
- 2) Synthesized insights from complex datasets into clear narratives for leadership and clients.

**Freelancing**

Feb. '18 - Jul. '19

**Corporate and Financial Advisor**

Provided services like:

- 1) Conducted due diligence for IPOs, Merger/ Amalgamation, Private placements ensuring regulatory compliance.
- 2) Prepared legal and compliance documentation and advised on corporate governance for BSE-listed companies.

**Natraj Proteins Ltd.**

Aug. '16 - Jan. '18

**Compliance Officer and Company Secretary**

Key Responsibilities:

- 1) Led compliance programs and regulatory reporting, mitigating operational and reputational risk

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## **SIDE PROJECT** <https://www.shilpi.app/>

**AI-Built Portfolio Website**

- 1) Designed and launched a personal portfolio web app using AI-assisted development tools (Claude, Bolt, Cursor)
- 2) Showcases enterprise data platform and LLM-powered search projects with live demos and analytics
- 3) Demonstrates rapid prototyping and AI-native product development workflow

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## **EDUCATION**

**Zicklin School of Business, The Baruch College, CUNY- NYC, USA**

Masters degree in Business Analytics- Data Analytics | GPA: 3.40

**Institute of Company Secretaries of India, India**

Masters degree in Finance & Corporate Law | Membership Number: A43986

**Devi Ahilya Vishwavidyalaya University , Indore, India**

Renaissance College of Commerce and Management, Bachelors of Commerce, GPA: 3.6/4.0

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## **SKILLS & CERTIFICATIONS**

- 1) **Product Management:** Roadmapping · User research · Experimentation · Stakeholder alignment · Agile delivery · Product analytics, SAFe Agile Certified
- 2) **Data Platforms & Analytics:** Data discovery · Self-serve data tools · Dataset usability · Reporting workflows · Platform adoption
- 3) **AI & Data:** LLMs · RAG · Prompt design · SQL · Python · Analytics
- 4) **Tools & Platforms:** GCP · BigQuery · APIs · Streamlit · Figma · Notion · JIRA
- 5) **Prototyping & AI-assisted build:** Claude · Bolt · Cursor · OpenAI APIs · Vercel