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Guhan Ashok Ganesh

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EDUCATION

Carnegie Mellon University – School of Computer Science & Tepper School of Business
Master of Science in Product Management (GPA: 3.93/4.00)

Pittsburgh, PA
January 2026 – December 2026

BITS School of Management
Master of Business Administration – Marketing & Finance

Mumbai, India
July 2021 – April 2023

National Institute of Technology
Bachelor of Technology – Mechanical Engineering

Tiruchirappalli, India
July 2015 – April 2019

WORK EXPERIENCE

OrthoBerry – Practice Management Platform for Orthodontics
Product Management Intern

Chicago, IL
June 2026 – August 2026

- **Customer Discovery:** Reduced treatment-plan creation time from **20-25 minutes to ~3 minutes** by identifying repetitive treatment-coordinator workflows through field research and designing a reusable template-based planning experience.
- **AI-Native Product Management:** Reduced product-definition cycles from **~2 weeks to 3-4 days** by using AI to generate executable prototypes, draft product requirements from prototype code and context files, and analyze support tickets.
- **Product Innovation:** Proposed an AI copilot, paired with a simplified navigation flow, expected to reduce patient drop-off **by ~20%** by addressing unanswered treatment & payment questions and unclear completion progress.

Deloitte – AI & Strategy Division, building Agentic AI assets for Enterprise Clients
Senior Consultant (Product Management)

Bengaluru, India
September 2025 – December 2025

- **AI Development:** Defined an AI field-intelligence agent for a global consumer goods client by translating client requirements and **30+** real sales conversations into executive metrics, visualizations, alerts, and a natural-language analytics experience.
- **Technical Product Design:** Specified how the product handled multilingual transcription, entity extraction, and knowledge-graph enrichment, enabling capture of qualitative signals from frontline conversations that sales systems did not record.
- **AI Product Strategy:** Presented 20+ AI use cases for a global hardware manufacturer's e-commerce journey, prioritizing a conversational recommendation assistant to lift add-to-cart conversion **by ~5-10%** by improving product comparison.

Pathsetter AI, Paradigm Group – AI-native B2B SaaS Enterprise Insights Platform
Product Manager

Hyderabad, India
October 2024 – June 2025

- **Founding Product Ownership:** Led the **0→1 development** of the product from concept through pilot launch across a **15+ person cross-functional** team spanning AI/ML & full-stack engineering, design, and product marketing.
- **AI Product Evaluation:** Designed a human-in-the-loop evaluation framework across 80-100 queries and 3 runs per query, measuring intent, answer quality, factual accuracy, source faithfulness, response time, and guardrail behavior.
- **AI Systems Design:** Improved interpretation of ambiguous queries **from ~20% to ~85%** by designing an agentic layer for intent classification, conversational context management, and low-confidence behavior to reduce unsupported responses.
- **Enterprise Adoption:** Converted 10+ enterprise demos into **2 pilots** by leading product demonstrations, roadmap reviews, and executive feedback loops that took the product from internal MVP into live customer evaluation.

ParadigmIT Cybersecurity, Paradigm Group – Zero-Trust Endpoint Detection & Response Platform
Product Marketing Manager

Hyderabad, India
November 2023 – October 2024

- **Product Positioning:** Tripled demo-to-pilot conversion from **10% to 30%** by redefining product's strategic positioning and creating a unified product narrative across demos, website, brochures, marketing collateral, and sales enablement.
- **Growth Marketing:** Increased the company's LinkedIn audience 5x in two quarters through targeted content for IT and enterprise decision-makers, creating an additional inbound lead-generation channel.
- **Product Discovery:** Created roadmap by synthesizing user needs from 15+ B2B client demos, >5 enterprise RFPs, and analysis of 10+ competitors, surfacing gaps in behavioral detection, tamper protection and analyst workflows, that secured budget for additional hires.
- **Security Product Management:** Expanded critical-threat detection coverage **to ~97%** across a 400-500-test internal suite by establishing a threat-research process and prioritizing continuous rule updates mapped to MITRE ATT&CK framework.
- **Platform Scaling:** Coordinated with DevOps and engineering to expand product capacity **from 1,300 to 5,000+** endpoints by driving migration to a managed database tier, which enabled onboarding of larger enterprise accounts.

PROJECTS

Carnegie Mellon Applied Generative AI Lab

June 2026 – Present

- **AI Safety:** Building a scanner that sits between user input and LLM output to flag misinformation and provide a confidence score; grounded in factuality research including FActScore, semantic entropy, and verifier-based claim decomposition.

ACHIEVEMENTS & OTHERS

- Top **10 of 300+** in NextLeap's Product Management Fellowship | Internal asset selected for **Deloitte's** client-facing **Agentic AI showcase** | **Award of Excellence**, Paradigm Group | Article published in Bootcamp, product/UX blog with **80K+ followers**
- **Earlier:** Built a RAG-based chatbot at AasaanWill, reducing unaddressed customer queries by 30% & increasing qualified leads by 15%.
- **Tools:** Python, SQL, Jira, Linear, Figma, Confluence, Notion, GitHub, Claude Code, Cursor, Mixpanel, Amplitude, Tableau
- **Skills:** LLM evaluation, agentic systems, model guardrails, responsible AI, system design, product discovery & strategy, Agile SDLC