

From Invisible to In-Demand.

14 Days to a confirmed offer.

How Srikanth E., an award-winning Product Manager with 5+ years of experience in AI, Enterprise SaaS, and FinTech products, went from cold applications to a profile-view breakthrough, a major promotion, and a 40% salary increment in just 14 days.

1 Offer

Secured via profile View

14 Days

From optimization to job offer

25cr+

Revenue portfolios managed

TRUSTPILOT ★★★★★ VERIFIED

**Srikanth**

IN • 1 review

A day ago

**I had an excellent experience with this...**

I had an excellent experience with this resume service. The team did a fantastic job optimizing my resume and presenting my experience in a much stronger way. After using their service, I was able to secure a promotion along with a 40% salary increment. Their professionalism, attention to detail, and understanding of what employers look for truly made a difference. I highly recommend them to anyone looking to advance their career.

Published Trustpilot review.

“

"The rebranding support I received has really helped me secure my next opportunity. The way my experience was structured and articulated made a significant difference. I received an offer, secured a promotion along with a 40% salary increment, and have now joined the company."

Srikanth E. · Senior Product Manager · April 2026

40%

Salary increment

Senior Product Manager

Role Achieved

LeadershipAura

Partner

SECTION 01

Client Background

An innovative Product Leader whose technical depth was failing to communicate his high-impact business outcomes.



Srikant E.

Senior Product Manager — AI & Platform Strategy | Enterprise SaaS & FinTech Products

5 Yrs Exp

4× Best Employee

AI / FinTech / HR Tech

CURRENT ROLE

Product Manager

TARGET ROLES

Senior Product Manager

PREFERRED LOCATIONS

Hyderabad

LINKEDIN SSI (BEFORE)

50 / 100

The Starting Point

Srikant E. is a highly accomplished Product Manager with over 5 years of experience leading SaaS strategies, platform transformations, and AI-led product developments across complex domains like HR Tech, FinTech, and MarTech. Throughout his career, he has driven immense value, scaling platforms to support over 1,000 enterprise clients and managing robust product portfolios driving over ₹25Cr+ in revenue.

Despite being a 4-time recipient of the "Best Employee" award for his stellar contributions to product innovation, his career growth had hit an unexpected roadblock. His existing resume failed to reflect the massive scale, commercial scope, and strategic vision of his work, reading instead like a basic list of daily technical responsibilities.

He reached out to our team for specialized executive optimization. What followed was an intensive, data-backed strategic repositioning that took his profile directly to the decision-makers, prompting a direct LinkedIn recruiter view that converted into a dream offer, a premium promotion, and a 40% salary hike within exactly two weeks.

SECTION 02

The Real Challenges He Was Facing

Not a skill problem. A visibility and positioning problem.

01

Not Getting Top-Tier Interview Calls

srikant was applying out to roles but hearing almost nothing back. Despite his high technical competency, his applications were lost in applicant tracking systems and recruiter piles because his metrics weren't front and center.

02

Strong Experience, Weak Market Positioning

While he was driving millions in pipeline growth and accelerating go-to-market cycles by 50%, his old profile framed him merely as an execution-focused task manager rather than a strategic platform leader.

03

Under-Levelled Role Alignment

Instead of being fast-tracked for senior platform strategy and high-value AI leadership roles, his lack of structured leadership positioning meant he risked being bucketed into junior or mid-level profiles that undervalued his expertise.

Gaps Identified via Our Positioning Framework

■ Hidden Business & Financial Scale:

His original profile completely ignored his leadership over ₹25Cr+ revenue portfolios, 1.7M+ workflows, and 1K+ enterprise clients, masking the actual commercial footprint of his product ownership.

■ Absence of High-Value AI & Strategy Keywords:

High-demand leadership pillars—such as AI & Platform Strategy, Cross-Functional Influence, GTM Strategy, and API Ecosystems—were structurally absent or buried, severely diminishing his discoverability on professional platforms.

■ Underplayed Wins:

Game-changing career achievements, such as boosting RFP win rates from 5% to 15% or driving \$4M+ in pipeline growth, were presented as passive tasks rather than aggressive business accelerations.

SECTION 04

Our Structured Approach

Three defined stages. Each with a clear, visible deliverable.

STEP 01

Deep Profile Extraction & Quantification

We moved away from generic duties ("user story creation", "project planning") and extracted the underlying business scope. We mapped out his exact impact across cross-functional engineering and data science teams to position him as a true cross-functional leader.

STEP 02

Designing the Elite "Executive Structure"

We abandoned the basic single-column layout for a high-impact, two-column executive format. We introduced a dedicated "Core Expertise" matrix mapping out high-level disciplines like Platform Architecture, Customer Discovery, and Investment Strategy & ROI Modelling to capture automated searches instantly.

STEP 03

Repositioning for High-Tier Discoverability

We re-anchored his professional around his biggest levers—emphasizing scale, AI-native platforms, agentic workflows, and ecosystem architecture. This shifted his narrative from a functional manager to a business-critical product leader capable of steering complex, multi-million rupee portfolios.

SECTION 05

The Work, In Real Time

Actual screenshots from the engagement. Names and contact details fully redacted.



Srikanth

IN · 1 review

★★★★★

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"I had an excellent experience with this resume service. Able to secure a promotion along with a 40% salary increment."

Srikanth Eranki - Premium

LA Paloo - Resume Writer, LA...

Today

Srikanth

Hey

Just wanted to say I got a job

Thanks to all your efforts

LA Paloo - Resume Writer

Many many congratulations

Many congratulations, Srikanth

This is truly wonderful and we are so happy to hear it

From where did you receive a call - LinkedIn or Naukri?

Srikanth

You

From where did you receive a call - LinkedIn or Naukri?

From LinkedIn

From a profile view

Ok, great

""Just wanted to say I got a job. From a profile view" – Srikant

SECTION 06

Resume: Before vs After

The same 5 -year career. A completely different executive story.

X BEFORE | Generic and Task-Focused

Srikant *****

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SKILLS

- KPI tracking
- Product strategy
- RFP & Go-To-Market Strategy
- User story creation
- Stakeholder communications

- Project planning
- Product lifecycle management
- Product roadmaps
- Agile software development
- Prioritization and execution

PROFESSIONAL SUMMARY

Award-winning Product Manager (4x Best Employee) with 5+ years of experience driving SaaS product strategies and delivering at-scale B2B solutions across HR Tech, FinTech, and MarTech. Proven track record of improving RFP win rates from 5% to 15%, with expertise in analytics, automation, and customer-centric design.

WORK HISTORY

Product Manager, 07/2024 - Current

PQRS.ai - Hyderabad

- Boosted RFP win rate from 5% to 15% by aligning the roadmap with proven levers such as product interviews, data analytics, competitor analysis, and client-facing feedback loops.
- Accelerated go-to-market cycles by 50% (8 → 4 weeks) by building a low-code/no-code platform.
- Enabled \$4M+ in pipeline growth by enhancing advanced analytics and agentic workflows, strengthening client demos and securing competitive wins in enterprise RFPs.
- Elevated client satisfaction scores by 18% by delivering context-retentive conversational flows in HR Assist, reducing repetitive queries and improving employee experience.
- Enhanced survey insights accuracy by 40% by implementing Agentic Analytics tool.
- Optimized HR case resolution efficiency by 35% through developing modules for absence, profile, and payslip management, streamlining workflows across SAP, Workday, and Oracle.
- Raised product adoption by 20% through smart reminder scheduling and local-time personalization, ensuring higher response quality across global teams.

✓ AFTER | Board-Level CFO Narrative

SRIKANT *****

SENIOR PRODUCT MANAGER – AI & PLATFORM STRATEGY | ENTERPRISE SaaS & FINTECH PRODUCTS

~5+ yrs driving product strategy, platform transformation, and AI-led product development across HR Tech, FinTech, and MarTech. \$25Cr+ portfolio | 1K+ enterprise clients | 1.7M+ workflows | AI-native platforms, GTM strategy, roadmap ownership, microservices architecture

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Executive Summary

Product leader with 5+ years of experience across AI-native platforms, FinTech, and enterprise SaaS products, driving product strategy, roadmap ownership, and platform transformation. Experience includes defining product direction using market signals, RFP insights, and customer workflows, translating ambiguous business problems into structured product strategies and scalable platform decisions. Proven track record in building investment cases, influencing leadership decisions, and driving platform transformations from bespoke solutions to productised, API-driven systems. Scaled platforms across 1K+ enterprise clients and \$25Cr+ revenue portfolios by aligning product strategy with customer needs, market demand, and business goals.

PRODUCT STRATEGY, PLATFORM LEADERSHIP & BUSINESS IMPACT

- Translated business challenges into structured product opportunities using customer insights, competitive intelligence, and data signals
- Led platform transformation decisions including productisation and architectural redesign improving scalability and reuse
- Built executive investment cases covering market sizing, ROI modeling, pricing strategy, and go-to-market plans
- Architected microservices-based FinTech platform spanning OCR, KYC, and fraud APIs
- Improved RFP win rates from 5% to 15% through differentiated positioning aligned to buyer expectations
- Delivered \$500K Q1 revenue and \$1.5M ARR through strategic product launches and portfolio expansion decisions
- Managed \$25Cr+ revenue portfolio with strong EBITDA through scalable fraud and identity platform solutions
- Generated \$4M+ pipeline through refined product positioning and enterprise-grade solutioning strategies
- Scaled platform supporting 1,000+ applications and 1.7M+ workflow executions across enterprise AI ecosystem
- Influenced senior leadership through platform strategy recommendations, trade-off analysis, and capital allocation decisions

RECOGNITION & CREDENTIALS

- 4x Best Employee Award recognizing sustained product innovation and measurable business impact

Core Expertise

Product Strategy & Roadmap Ownership

Platform Product Management & AI-Native Systems

Market Analysis & Go-To-Market Strategy

Product Positioning

Investment Strategy & ROI Modelling

Customer Experience & Product Thinking

Financial Acumen & Revenue Strategy

AI/ML Product Design & Data-Driven Decisioning

Platform Architecture & API Ecosystems

Customer Discovery & RFP Strategy

Product Lifecycle Management & Agile Execution

Cross-Functional Leadership & Executive Influence

User Experience Strategy & Journey Optimization

Technical Product Management & System Design

Work History

PQRS.AI

PRODUCT MANAGER

- Own platform strategy shifting to low-code architecture, reducing implementation time significantly
- Evaluate trade-offs between custom builds and modules, enabling scalable enterprise deployments
- Drive product roadmaps across AI platforms aligning investments with demand signals
- Lead platform decisions on modularization, pricing models, and deployment approaches shaping adoption
- Improved RFP win rates from 5% to 15% through refined positioning strategies
- Developed investment cases covering market sizing, ROI modeling, pricing strategy, and GTM
- Scaled platform supporting applications and workflow executions across enterprise AI ecosystem
- Generated pipeline through improved positioning and enterprise-focused solutioning strategies across accounts
- Influence leadership decisions through structured narratives and platform strategy recommendations effective
- Lead cross-functional teams across engineering, data science, and GTM ensuring alignment

Environment: AI Platforms, Low-Code Systems, Conversational AI, Workflow Automation

ABC TECHNOLOGIES

ASSOCIATE PRODUCT MANAGER

- Own product strategy for fraud and identity platform serving institutions and revenue portfolio
- Identified scalability bottlenecks in OCR systems driving transition to microservices-based API ecosystem

JUL 20** - PRESENT

HYDERABAD, INDIA

DEC 20** - JUL 20**

BANGALORE, INDIA

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What Specifically Changed

The Executive Header Transformation:

Transformed a basic contact header into a powerful value statement: "Senior Product Manager – AI & Platform Strategy Enterprise SaaS & FinTech Products", instantly setting a premium tone.

The Power Metrics Block:

Pulled hidden data to the absolute top of the page, establishing immediate credibility by highlighting a \$25Cr+ portfolio, 1K+ enterprise clients, and 1.7M+ workflows before the recruiter even reads the first sentence.

Action-Oriented Impact Framing:

Rewrote weak technical descriptions into executive-level, results-driven bullet points. For example, instead of just tracking product life cycles, the resume now details how he "Led platform transformation decisions including productisation and architectural redesign improving scalability and reuse".

Introduction of Core Expertise Infrastructure:

Structured a prominent, keyword-optimized matrix explicitly indexing domain strengths like Platform Product Management & AI-Native Systems and Data-Driven Decisioning to turn his LinkedIn profile into a recruiter magnet.

Ready to be found? Start with a 7-Second Executive Scan™

www.leadershipaura.com · [Connect with Sapana Nikhade on LinkedIn](#)