

Gupil Kapoor

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PROFESSIONAL SUMMARY

Senior Product Manager and Product Consultant with 7+ years building B2B SaaS and AI-powered products from 0 to 1 at early-stage startups, with deep expertise in user onboarding, activation, self-serve product journeys, and product-led growth (PLG). Hands-on with LLM product development, prompt engineering, evaluation frameworks, and AI-accelerated delivery through agentic workflows. Proven ability to work directly with founders and engineering in fast-moving, ambiguous environments — ships fast, iterates on data, and drives measurable customer impact. Highly analytical: Mixpanel, Amplitude, SQL cohort analysis, and A/B experimentation are everyday tools, not occasional references.

PROFESSIONAL EXPERIENCE

Product Consultant (Freelance) | Independent | Dec 2024 – Present

- Partnered with founders and lean product teams as a hands-on product consultant — owning problem framing, roadmap trade-offs, and end-to-end delivery from discovery through release in ambiguous, fast-moving environments.
- Designed and shipped self-serve product journeys (onboarding → activation → engagement → paywall/retention), using continuous discovery and behavioural data to remove friction and improve conversion.
- Embedded practical AI into product workflows: scoped LLM/generative features, wrote and iterated prompts, defined evaluation criteria for quality/safety, and shipped production AI experiences that users actually adopt.
- Accelerated product delivery through agentic workflows — turning briefs into working prototypes and production-ready features faster while staying close to engineering constraints and shipping quality.
- Owned payments and monetisation surfaces end-to-end: subscription systems, trial-to-paid conversion, autopay/mandate flows, and recovery/winback paths; improved reliability and reduced drop-off at critical payment steps.
- Ran SQL cohort and funnel analysis (Mixpanel / Amplitude / PostHog) to map activation and churn patterns, then translated insights into experiment backlogs and measurable iteration cycles.
- Built and operationalised product infrastructure patterns used across shipping products — APIs/workers, notifications, analytics instrumentation, and release loops that support continuous iteration without a large team.
- Increased stickiness and retention by shipping advisory/intelligence-style features validated through cohort analysis; drove platforms from zero to large-scale usage (50K+ users) and recurring subscription revenue.

Senior Product Manager | Chisel Labs (acquired by Pendo.io) | Nov 2022 – Nov 2024

- Built and maintained a prioritised experimentation backlog using ICE and RICE frameworks, running A/B tests across the trial-to-paid onboarding funnel to reduce churn and improve activation rates quarter on quarter.
- Tracked funnel and retention metrics daily in Mixpanel and Amplitude, using SQL cohort analysis to pinpoint drop-off and drive a 20% improvement in platform retention across 10,000+ active product teams.
- Led AI product development for generative AI features — defined prompt engineering strategies, LLM evaluation frameworks, and output quality benchmarks including safety guardrails, lifting user adoption by 30% within two quarters of launch.
- Defined and executed a multi-year product roadmap partnering cross-functionally with engineering, design, and customer success, contributing to 20% ARR growth.

Product Consultant | SiteRecon.ai | Aug 2020 – Oct 2022

- Scoped and delivered automation and workflow features end-to-end for a B2B SaaS product serving enterprise customers, owning execution from requirements through release.
- Collaborated daily with ML engineers and frontend teams to scope complex features, navigate technical trade-offs, and drive cross-functional delivery in a fast-moving startup environment.
- Iterated on user onboarding flows and feature discoverability using real customer usage data, lifting product adoption by 30% and improving operational efficiency by 25%.

Product Analyst | Shuttl | July 2017 – July 2020

- Launched subscription systems that increased customer lifetime value (CLV) by 17%, reducing churn and improving renewal friction across the user base.
- Built payment reliability systems that improved transaction success rates by 20%, directly reducing drop-off at the critical conversion stage.
- Ran SQL-based funnel analysis and behavioural experimentation to improve user activation and retention across acquisition and engagement stages.

INDEPENDENT PROJECTS

- **BottomStreet** — AI financial intelligence platform for Indian retail investors; NSE/BSE screeners, LLM-powered news pipeline, programmatic SEO (374+ pages). 50K+ users. Flutter, Next.js, Cloudflare.
- **Intraday Screener Suite (4 apps)** — Stock screening and charting apps for Indian equity markets; UPI Autopay subscription system, push notification infrastructure. 30K+ combined installs, recurring subscription revenue.
- **Cosmic Compatibility** — AI-powered astrology compatibility app using Claude API; RevenueCat subscription stack, cross-platform Flutter. Live on App Store and Google Play, Western market.
- **AI Stock Chart Analyst** — LLM-powered trading chart analysis app using Claude API; generative AI output, freemium paywall, weekly/monthly/yearly subscription tiers. Live on App Store and Google Play.
- **birth-charts.app** — Programmatic SEO astrology web platform; 2,982 celebrity birth charts, 78 sign-pair AI-generated content pages. Next.js 14, Cloudflare Pages.
- **Slate** — Chrome extension monitoring AI context window health across Claude, ChatGPT, Gemini, and Perplexity. Cloudflare Worker backend. Published on Chrome Web Store.

EDUCATION

Bachelor of Business Studies | Amity University, India | 2014 – 2017

SKILLS

Product Growth: User Onboarding, Product Activation, Self-Serve Journeys, Product-Led Growth (PLG), Retention, Engagement Loops, Funnel Optimisation, Trial-to-Paid Conversion, Paywall Design

AI and LLM: Claude API, Anthropic API, Prompt Engineering, LLM Evaluation Frameworks, Generative AI, Large Language Models (LLMs), Agentic Workflows, AI Product Development, AI Feature Scoping

Analytics and Experimentation: Mixpanel, Amplitude, SQL, PostHog, Google Analytics, Cohort Analysis, Funnel Analysis, A/B Testing, Behavioural Analytics

Mobile Development: Flutter, iOS, Android, App Store Optimization (ASO), Firebase, RevenueCat

Cloud and Infrastructure: Cloudflare Workers, D1 Database, Next.js, Cloudflare Pages, REST APIs, Node.js

Product Management: Jira, Confluence, Productboard, Notion, Agile, Scrum, Product Roadmap, OKRs, Stakeholder Management, Cross-functional Leadership, Sprint Execution

UX and Discovery: Figma, Loom, Typeform, UserTesting, Product Discovery, User Research, User Interviews

Technical: REST APIs, Postman, GitHub, Swagger, Node.js, SQL