

ADITI SINGH

ASSOCIATE DIRECTOR, PRODUCT | AI PRODUCTS, GROWTH & MONETIZATION

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PROFESSIONAL SUMMARY

Product leader with **9 years** of experience across product management, growth and monetization, spanning ed-tech, consumer internet, D2C e-commerce and analytics. Builds AI-first products end to end, from 0-to-1 launch through scale, and owns the commercial outcome. At FindMyCollege, built the platform from zero to **780K monthly sessions** and **~15K monthly inbound leads with no paid spend**, and owns **monetization and P&L across three revenue lines**, leading a **25-person cross-functional team**. At Hero Vired, delivered **INR 5 Cr** in zero-CAC annual revenue and the business case for a vertical projected at **~INR 10 Cr ARR**. Skilled in AI/ML product strategy, product-led growth, experimentation, analytics and stakeholder leadership.

CORE COMPETENCIES & SKILLS

Product	Product Management Product Strategy & Roadmap 0-to-1 Product Development B2C & B2B Products Mobile & Web Apps User Research & Discovery Agile / Scrum PRDs & Prioritization
AI & Data	AI Product Strategy Generative AI (GenAI) & LLM Products AI Agents & Multi-Agent Systems RAG & LLM Evaluation Prompt Engineering Machine Learning & Computer Vision Personalization & Recommendations Product Analytics (GA4, SQL, Python)
Growth	Product-Led Growth Go-To-Market (GTM) Strategy Zero-CAC & Organic Growth SEO & Content Engines Answer Engine Optimization (AEO) Funnel & Conversion Optimization A/B Testing & Experimentation Retention & Engagement
Commercial	Monetization & Subscriptions P&L Ownership Revenue Model Design Pricing & Unit Economics Business Case Development Stakeholder Management Cross-Functional Team Leadership (25)

PROFESSIONAL EXPERIENCE

Hero Education (Hero Group)

Gurugram, India

FindMyCollege | Founding PM & Associate Director, Product & Growth

June 2025 - Present

India's AI-first college-discovery platform. Founding product hire: built the content, discovery and enrollment engine from zero, and now own monetization and the P&L, leading a 25-person team across product, engineering, design, content and data.

- Identified that the platform was invisible in the two channels users actually research through, AI answer engines and time-sensitive admissions content, and built both from zero as the first PM. Grew traffic from a standing start to **780K monthly sessions** in eight months, with organic search clicks reaching **486K a month** at an average position of 7.2, up from 22.
- Converted traffic into demand by rebuilding on-site capture around user intent, taking the platform to **~15K inbound leads a month with zero paid acquisition**, and now own the **P&L across three revenue lines**: partner lead fees, commission and an in-house sales motion.
- Built Content Studio, a 5-stage verified AI content pipeline (blueprint, research, verification, writing, proofread) that replaced one-shot LLM output, scaling to **16.7K ranking pages** across 25K keywords and **33M monthly impressions** at no added headcount.
- Anticipated that AI answer engines were becoming the new front page for discovery, and built the first system tracking share of voice across ChatGPT, Gemini and Perplexity with competitor gap analysis.
- Built an AI-classification notification engine that sweeps hundreds of sources several times a day, turning editor-approved updates into live, high-intent pages within hours; directed training of an in-house Vision Transformer to auto-label imagery across thousands of colleges.

Hero Vired | Senior Product Manager

March 2022 - May 2025

Hero Group's reskilling platform, among India's largest. Led a 15-person product team across app, web and learning platform, driving AI-led product, engagement and zero-CAC growth.

- Saw that paid acquisition was structurally unsustainable in ed-tech, and designed a **zero-CAC GTM flywheel** around free, shareable AI-personalized experiences, growing organic MAU to **100K+** and adding **INR 5 Cr in annual revenue**.
- Envisioned a **multi-agent AI Coach** that reads live on-screen work to give users the exact next step, lifting **engagement 35%** and cutting **drop-offs 22%**.
- Built a real-time diagnostics engine that adapts content, goals and assessments per user, lifting completion **20%** and cutting support escalations **30%**.
- Spotted a placement-readiness whitespace and built the business case and roadmap for a next-gen vertical projected to add **~INR 10 Cr in ARR**.
- Launched five live, faculty-visible practice environments reaching **50K+ learners**, lifting active practice **44%** per class; rebuilt lead routing on real-time matching (conversion scoring x counsellor availability), cutting turnaround **65%** and lifting conversions **18%**.

ADDITIONAL EXPERIENCE

- Clootrack | Senior Product Manager** (Oct 2021 - Feb 2022): Built customer-experience data into personalization workflows (+**15% NPS**, +**20% adoption**) and launched a real-time IoT analytics dashboard capturing **10K+ device signals daily**.
- Live-a-bit | Product Manager, founding hire** (Sep 2020 - Sep 2021): Built a D2C e-commerce brand's full-stack web and mobile experience, checkout funnels and CRM automations; scaled the Bangalore market to **60% of national GMV**.
- FIITJEE | Educator & Product Analyst** (Jun 2016 - Jul 2019): Built behavioral segmentation models on engagement and performance data, powering adaptive assessments that improved outcomes **20-30%**.

EDUCATION & CERTIFICATIONS

Asian Institute of Management, Makati, Philippines, MBA | President's Scholar, Dean's List

2019 - 2020

Patna Women's College, Patna University, Economics Hons. | Department Scholar

2013 - 2016

Certifications: NISM Certified, Professional Scrum Product Owner I, Digital Product Management (Modern Fundamentals), Marketing Analytics, Statistics and R, Python Essential Training