

NITISH PRASAD

PRINCIPAL / STAFF PRODUCT MANAGER | Enterprise AI Platforms | Marketplace Systems | 0-to-1 Product Strategy

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EXECUTIVE PROFILE

Principal/Staff product leader with 14 years across Amazon, Amazon Pay, marketplaces, fintech infrastructure, and AI systems. Turns ambiguous operating problems into durable product platforms by defining the workflow and economic wedge, separating deterministic controls from model judgment, and establishing evaluation, observability, and release mechanisms. Led an AI seller workflow intelligence platform to 1,600 NA/EU users inside Salesforce across a \$16B+ fee-incentive portfolio; reduced preparation time 89%, infrastructure cost 52%, and modeled annual inference cost approximately 99% through a hybrid batch/cache architecture.

LEADERSHIP SCOPE

Enterprise AI platforms: model gateways and economics, RAG/GraphRAG knowledge layers, eval control planes, runtime observability, red-team release gates, agent orchestration, and MCP.

Product and portfolio leadership: vision, PR-FAQ, platform strategy, roadmap sequencing, 0-to-1 discovery, customer research, executive decision narratives, and cross-functional operating mechanisms.

Marketplace and systems depth: seller economics, fintech/payments, Salesforce and API distribution, AWS serverless architecture, multi-region GDPR delivery, metric design, and phased rollout.

IMPLEMENTED AI PLATFORM - PROOF STRIP

Operating model: Governed model gateway, RAG/GraphRAG knowledge layer, evaluation and runtime observability, automated red-team release gates, and multi-agent/MCP orchestration; 50+ automated tests across public implementations.

Live demos: nitishprasad.com/enterprise-ai-platform | Source: github.com/prasadnitish

PROFESSIONAL EXPERIENCE

Amazon | Sr. Product Manager, Fees *May 2025 - Present*

Own a \$16B+ 3P seller fee-incentive portfolio: Defined strategy, PR-FAQs, success metrics, and operating mechanisms across eight programs; launched three new programs associated with 171% lift in targeted ASINs and 41% GMS lift.

Reframed reporting into workflow intelligence: Identified account-team decision quality as the real problem and shaped the V1/V2 roadmap around call preparation, seller prioritization, evidence trails, and embedded Salesforce recommendations.

Led 0-to-1 build and NA/EU adoption: Owned research, architecture pressure-testing, security/GDPR review, rollout, and API/microservice integration into Salesforce for 1,600 account managers.

Defined the AI control boundary: Kept permissions, eligibility, policy, freshness, regional routing, and auditability deterministic while using retrieval-grounded synthesis for recommendations; achieved sub-500ms P95 and reduced infrastructure cost 52% (\$8K to \$3.8K/month).

Turned model economics into product architecture: Moved from always-live generation to hybrid batch/cache inference, reducing modeled annual inference cost from approximately \$60K to \$500 while preserving responsive workflows.

Delivered measurable workflow impact: Reduced preparation time 89% (45 to 5 minutes per call), supported recommendations across seven seller-success domains, improved conversation quality 3x, and validated the system through 15+ shadowing sessions.

Amazon | Sr. Product & Customer Insights Manager, CXBT *Jun 2022 - May 2025*

Shaped roadmap decisions across six seller and vendor domains: Converted customer evidence into prioritized bets, PR-FAQ inputs, requirements briefs, experiments, and sequencing recommendations for Director/VP stakeholders.

Led cross-region product benchmarking: Ran a US/DE/IN/JP Vendor Central study that drove an information-architecture overhaul; a Seller Returns benchmark reviewed by SVP leadership informed three-year planning.

Built a strategic signal mechanism: Delivered quarterly Aggregator/Accelerator updates to SVPs, translating market and competitive changes into product recommendations.

PROFESSIONAL EXPERIENCE - CONTINUED

Amazon | Senior Program Manager, PSAS Ops *Apr 2020 - Jun 2022*

Led enterprise platform migration: Moved 29 teams and 6,000+ users from JIRA to Workfront through governance design, cross-org alignment, phased rollout, and change management.

Created a 700-person operating mechanism: Built the PMO and Analytics function from zero, owned VP-level goals, and achieved 100% goal attainment.

Amazon | Senior Program Manager - Payments, Amazon Pay *Oct 2017 - Apr 2020*

Managed CX for 30+ payments products: Delivered \$4.8M FCF impact by reducing contacts and improving self-service; partnered with Data Engineering on automated signal pipelines.

Converted defects into product priorities: Used customer contact and operational evidence to shape self-service, contact-deflection, and defect-elimination roadmaps.

Amazon | Program Manager II, Sales Ops, Amazon.in *Nov 2015 - Oct 2017*

Scaled seller-acquisition systems: Drove 200K+ leads, led a Salesforce CRM migration, and designed automated lead assignment and KPI mechanisms.

IMPLEMENTED ENTERPRISE AI PLATFORM EVIDENCE

Live operating model: nitishprasad.com/enterprise-ai-platform | Source: github.com/prasadnitish

Governed model access and economics - Built an OpenAI-compatible LLM gateway with tenant-scoped routing, DLP, quotas, semantic cache, fallback, and cost attribution; 30 tests pass. A disclosed deterministic benchmark modeled 66% cold and 83% warm cost reduction with a one-point quality delta.

Knowledge and retrieval - Built a 24-case dual-domain RAG baseline with citations and safety gates, then a tenant-scoped seller ontology GraphRAG layer; nine tests pass, zero tenant crossover, and the offline scorer favored graph traversal on all 20 relationship-dependent questions.

Evaluation and runtime observability - Extended a seven-model, three-workflow Eval Control Tower with span-level agent traces for latency, fallback, cost, and failure isolation; contract tests pass, a 150K-span burst retained 100% of error spans, and raw payload fields remain excluded.

Automated release integrity - Implemented a PyRIT-shaped adversarial gate covering prompt injection, jailbreak, exfiltration, and tool abuse; a 40-probe campaign correctly blocked an intentionally vulnerable baseline with redacted, owned evidence.

Agent runtime and product laboratories - Added a reversible four-agent, two-tool MCP path to SproutRoute with authentication, rate limits, kill switch, partial-result contracts, and privacy-safe traces; also shipped SproutRoute and an offline-first K-5 Sprout Math product.

EDUCATION

Institute of Management Technology - PGDM (MBA), 2012 | **University of Pune** - B.E., 2010