

Nitish Prasad

Senior Product Manager · Amazon · Bellevue, WA

Contact

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Bellevue, WA

Focus

Marketplaces

Seller incentives

Payments

AI in operational workflows

O→1 builds

Builds with

React, Node, Swift, Python

Certification



Claude Certified Architect,
Professional (CCAR-P)
Anthropic

Independent products

SproutRoute

Family trip planner. Live on the web; iOS beta on TestFlight.

Sprout Math

Offline math practice for kids. iOS beta on TestFlight.

Senior Product Manager at Amazon with 10+ years across marketplaces, payments, and seller systems. I own commercial programs, build products, and train colleagues to automate their work with AI-assisted coding. Looking for Principal / Staff IC ownership of a product area.

Experience

Senior Product Manager, Seller Fees & Incentives

Amazon · May 2025 - Present

Own strategy and operating mechanisms for three seller incentive programs that drive \$16B+ in annual sales (GMS).

- Value-Based Incentive Program: in an A/B test, sellers in the treatment group added 171% more products than the control group and saw 41% higher sales.
- Launched FBA Jumpstart, which lets sellers test new products regionally before a national launch, and the High-ASP Incentive Program for sellers of products priced over \$50.
- Identified gaps in account-manager preparation, then defined and built Amplify. Launched in North America with data-engineering support; European engineering adapted it for Europe.
- Amplify is the primary seller-insights tool for ~1,600 NA/EU account managers. Average prep time fell 89% (45 to 5 minutes) in a 10-account-manager study.
- Kept Amplify under 500ms P95 latency and cut monthly inference spend 92% (\$3,000 to \$250) at the same workload while meeting quality thresholds.
- Trained colleagues to build Python automations with AI-assisted coding.

Senior Product & Customer Insights Manager, CXBT

Amazon · Jun 2022 - May 2025

Translated customer evidence into roadmap decisions across 3P Seller and 1P Vendor ecosystems. Led studies covering returns, order management, Vendor Central UX, API discoverability, third-party software, and Supplier Chain Connect.

- Produced PR-FAQ inputs and decision memos.
- Influenced Director and VP roadmap sequencing.

Senior Program Manager, PSAS Operations

Amazon · Apr 2020 - Jun 2022

Led an enterprise platform migration from JIRA to Workfront for 29 teams and 6,000+ users. Built PMO and analytics functions, owned VP-level goals, and supported a 700-member organization.

- Migrated 29 teams.
- Reached 100% operating-goal attainment.

Senior Program Manager, Payments CX

Amazon Pay · Oct 2017 - Apr 2020

Managed customer experience across 30+ Amazon Pay products. Reduced customer defects and the customer-service contacts they caused through self-service workflows and automated data pipelines, adding \$4.8M in annual free cash flow.

Program Manager II, Sales Operations

Amazon India · Nov 2015 - Oct 2017

Drove 200K+ leads, led a Salesforce CRM migration, and designed automated lead assignment, KPI dashboards, and commercial operating improvements.