

NITISH PRASAD

Product Leader | AI Platforms, Evaluation & Agentic Systems | Marketplaces & Fintech

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SUMMARY

Product leader with experience across AI products, marketplaces and payments. At Amazon, conceived and built the primary seller-insights tool for account managers across the North American and European third-party marketplaces. Combines product ownership with hands-on development and experience training colleagues to use AI to automate their work.

SKILLS

AI & ML: AWS Bedrock · generative AI and LLM applications · RAG and GraphRAG · model evaluation and eval suite design · agentic orchestration · MCP · multi-model routing · guardrails and red-teaming · prompt-injection defense · trustworthy AI · failure-mode analysis · inference cost and latency optimization

Product: 0 → 1 discovery · product strategy and vision · PR-FAQ (Amazon product-definition doc) · roadmap sequencing · A/B testing and experimentation · metric design and instrumentation · human-in-the-loop design · GDPR and privacy review

Technical: SQL · Python · AWS serverless (Lambda, DynamoDB, S3) · REST APIs · microservices · observability and span tracing · Git

PROFESSIONAL EXPERIENCE

Amazon — Third-Party Marketplace *May 2025 – Present*

Senior Product Manager, Seller Fees & Incentives

- Identified gaps in how account managers gathered seller insights, defined the product and secured leadership support. Built the tool using AI-assisted coding and partnered with data engineering to launch in North America. European engineering adapted it for Europe.
- Cut incorrect recommendations from 40% to 3% and off-guideline emails from 30% to 3%. Instrumented the evaluation suite behind it for accuracy, tone compliance, failure modes, and data-exposure probes, and held two releases until the quality bar was met.
- Designed the recommendation engine to generate seller-specific actions from business and market scenarios, ranked by estimated dollar impact through a self-learning prioritization loop, and set the deterministic-versus-model control boundary governing permissions, eligibility, policy, data freshness, and audit trails. Every recommendation stays RAG-grounded, citable, and reviewed human-in-the-loop by account managers and program teams.
- Reduced monthly production inference spend 92%, from \$3,000 to \$250 at the same workload, using deterministic rules, task-specific models and batch processing. Recommendation and email quality remained above release thresholds.
- Reduced average call-preparation time 89%, from 45 to 5 minutes, in a time-and-motion study involving 10 account managers.
- Trained colleagues to use AI-assisted coding to build Python automations and automate time-consuming workflows as part of the organization's AI working group.
- Sets strategy and success metrics for eight seller fee-incentive programs running a \$1B annual incentive budget that generates \$16B in gross merchandise sales. Launched three new programs, lifting enrolled product listings 171% and gross merchandise sales 41% against a control group in an A/B experiment.

Amazon — Customer & Competitive Insights

Jun 2022 – May 2025

Senior Product & Customer Insights Manager — product direction across six seller and vendor domains

- Drove an information-architecture overhaul of Vendor Central by leading a four-market benchmarking study (US, Germany, India, Japan); a companion seller-returns benchmark reached SVP review and shaped three-year planning.
- Influenced Director and VP owners to adopt prioritized bets and roadmap sequencing across six seller and vendor product domains, converting customer research into committed product decisions.
- Briefed SVP leadership across six consecutive quarters on aggregator and accelerator market shifts, turning competitive signal into recommendations that fed annual planning.

ADDITIONAL EXPERIENCE

Amazon — Selling Partner Services · Amazon Pay · Seller Acquisition (India)

Jun 2014 – Jun 2022

Senior Program Manager · Senior Program Manager, Payments · Program Manager II · Onboarding Specialist

- Deflected 4M+ customer contacts across 30+ payments products for \$4.8M in free cash flow, by expanding self-service and eliminating top defect drivers with automated signal pipelines built in SQL and Python alongside data engineering.
- Migrated 29 teams and 6,000+ users from JIRA to Workfront, and built a PMO and analytics function from zero for a 700-person organization, achieving 100% attainment against VP-level annual goals.
- Scaled seller acquisition to 200K+ qualified leads and launched 350+ sellers, migrating the organization to Salesforce CRM and automating lead routing and KPI reporting in SQL and Python.

Finitiatives Learning India — Business Development

Apr 2012 – Jun 2014

Assistant Manager · Management Trainee

- Ran pre-sales and digital marketing for a financial-services training company, owning proposals, client demonstrations, SEO vendor selection, and lead generation across banking, IT, and education segments.

INDEPENDENT AI PLATFORM WORK

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

- Built a governed, OpenAI-compatible LLM gateway with tenant-scoped routing, DLP, quotas, semantic caching, and cost attribution; benchmarked 66% cold and 83% warm cost reduction at a one-point quality delta.
- Automated red-team release gating across prompt injection, jailbreak, data exfiltration, and tool abuse; a 40-probe campaign blocked 100% of attacks against an intentionally vulnerable baseline.
- Ran seven models through a shared evaluation and observability layer with span-level tracing for latency, fallback, cost, and failure isolation; retained 100% of error spans under a 150K-span burst with raw payload fields excluded.
- Shipped SproutRoute, a four-agent MCP path with authentication, rate limits, kill switch, and partial-result contracts, and SproutMath, an offline-first K-5 learning app.

EDUCATION

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