

# Chirag Shah

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## Principal Product Manager

With 8 years of experience in product management at high-growth startups and large enterprises in Healthtech, Fintech, and PropTech, I have led the development and launch of innovative products, spearheaded strategic initiatives, and optimized revenue generation. Skilled in strategic planning, cross-functional collaboration, and market expansion.

### WORK EXPERIENCE

#### Ascendo Ventures (Holding Company of Sit Means Sit Austin)

10/2022 - 11/2025

##### Managing Member

Austin, TX

- Directed the full business lifecycle of a dog training company generating \$1.7M revenue, driving the initial acquisition, operational scaling, and final strategic exit in 11/2025.
- Achieved a 5% growth in top-line revenue in 2023 to drive financial performance and business growth.
- Increased average order value by 37.5%, from \$1600 to \$2200, through strategic pricing and packaging changes, while maintaining a high close rate of 60% within 6 months.
- Launched three new revenue-generating programs, including puppy kindergarten, board & trains, and training memberships, creating an additional \$50k in monthly revenue.
- Optimized the lead-to-sales pipeline, resulting in a conversion rate boost from 40% to 52% through better funnel tracking and resource allocation within 3 months.

#### Acrisure Innovation

11/2024 - 09/2025

##### Senior Product Manager

Austin, TX

- Collaborated with AI and Data Science teams to deploy proprietary recommendation models that analyzed customer application data to predict "propensity-to-bind" and identify high-value cross-sell opportunities (Umbrella, Flood, Auto), significantly enhancing agent conversation effectiveness
- Launched a Home & Auto bundle feature that drove ancillary revenue growth and optimized the flood insurance add-on funnel, resulting in a \$100,000 increase in monthly written premiums.
- Conceptualized and led the cross-functional development of a proprietary customer portal, unifying the digital user journey to facilitate direct agent collaboration and deliver personalized, data-driven product recommendations.

#### Rhino

03/2021 - 08/2022

##### Lead Product Manager

Remote

- Spearheaded the strategy for a consumer insurance product, leading to a 25% increase in conversion rates and generating \$2M in annual revenue.
- Collaborated with actuarial science experts to develop and implement risk-based consumer pathing, resulting in a 10% reduction in loss ratio within 3 months.
- Acted as the bridge between Product and Reinsurance partners, securing \$50M in premium capacity by aligning product roadmap deliverables with financial stakeholder requirements.
- Introduced A/B testing infrastructure, promoting a data-driven culture of experimentation and continuous improvement.
- Defined product requirements and liaised with cross-functional teams to deliver products that meet customer needs.
- Mentored and guided junior PMs and standardized product requirement documentation to improve team velocity and professional development.

##### Senior Product Manager

- Uplifted product development efficiency through process enhancements and team collaboration.

- Drove strategic initiatives that amplified product revenue through targeted feature advancements and pricing strategies.

**Realtor.com**  
**Senior Product Manager**

**08/2019 – 03/2021**  
**Austin, TX**

- Steered the entire product lifecycle from concept to launch of an innovative insurance product, guaranteeing timely delivery and adherence to quality standards.
- Generated \$1.4M in incremental annual revenue through innovative integration of mortgage and concierge experiences.
- Increased annual revenue by \$1M within 12 months by integrating partner APIs for Veterans United and Rocket Mortgage, enhancing customer engagement through seamless concierge experiences.
- Systematized the gathering and prioritization of customer feedback to directly inform roadmap decisions and feature improvements.

**Jovio**  
**Product Manager**

**06/2018 – 08/2019**  
**Austin, TX**

- Led market expansion via the development of a property search portal, raising user experience and operational scalability.
- Cut transaction time by 50% with the introduction of a self-service seller dashboard tool.
- Optimized sales acquisition workflows via chatbot automation, amplifying lead volume by 120% without increasing headcount.

**Netspend**  
**Product Manager**

**08/2017 – 06/2018**  
**Austin, TX**

- Championed the implementation of strategic Agile methodologies, resulting in a 100% boost in delivery speed.
- Developed configuration tools that allowed restaurants to manage tip rules independently, removing engineering dependencies from day-to-day operations.

**Rapidoc**  
**Co-founder**

**12/2015 – 08/2017**  
**Boston MA**

- Produced \$30K in annual recurring revenue through successful SaaS product deployment.
- Formed strategic alliances with three top healthcare technology companies, expanding product reach and interoperability with electronic healthcare records to improve care coordination.
- Refined product features by conducting 50+ customer interviews, aligning offerings with market needs.

**EDUCATION**

**Master of Science in Business Administration in Entrepreneurship, Data Analytics**

Babson College

Boston, MA • 05/2015 – 08/2016

**Bachelor of Science in Business Administration in Finance, Accounting**

University of Pittsburgh

Pittsburgh, PA • 08/2008 – 12/2012

**CERTIFICATIONS**

**AI Product Management**

Duke University

11/2025 – Present

**Agentic AI and AI Agents for Leaders**

Vanderbilt University

11/2025 – 12/2025

**Generative AI Leader**

Google Cloud Training

11/2025 – 12/2025

**Product Strategy Series**

Reforge

## **Growth Series**

Reforge

### **Four Level of Writing Mastery**

Udemy

### **MySql Bootcamp**

Udemy

### **Professional Scrum Master (PSM) I**

Scrum.org

### **Professional Scrum Product Owner (PSPO) I**

Scrum.org

## SKILLS

**KEY COMPETENCIES:** Competitive Analysis, Cross-functional Team Leadership, Data Analysis, Financial Performance Analysis, Go to Market (GTM) Strategy, Journey Mapping, Process Optimization, Product Lifecycle Management, Product Roadmapping, Product Strategy Development, Prompt Engineering, Rapid Prototyping, Release Management, Sales Enablement, Sprint Planning, Stakeholder Management, User Acquisition & Onboarding, User Experience Design, User Research, Wireframing

**TECHNICAL PROFICIENCIES:** Amplitude, ChatGPT, Claude Code, Confluence, Cursor, Figma, Gemini, Google Docs, JIRA, Lovable, Microsoft Excel, Notion, Python, Slack, SQL, Tableau