

# Chandra Vijay Singh

Product Manager | Platform PM | Technical PM | AI PM | Product Builder | 10M+ Users | 9 European Markets

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## PROFESSIONAL SUMMARY

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Twelve years in technology — eight in SDET and test automation engineering, four as Product Manager at Deutsche Telekom owning the release infrastructure, notification platform, authentication layer, and generative AI products for OneApp's 10M+ users across 9 European markets. The engineering background is load bearing: I review architecture decisions at system-design depth, write acceptance criteria for large language model (LLM) outputs, and build evaluation frameworks when the product does not have a binary pass/fail. Delivered platform consolidations (4 systems to 1), 0-to-1 product launches, and conversational AI experiences — working from customer discovery and OKR-anchored outcomes, not roadmap assumptions.

## PROFESSIONAL EXPERIENCE

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### Deutsche Telekom Digital Labs

March 2022 – Present

\$120B+ Global Telecom Group, 250M+ customers across Europe | B2C Platform | Gurgaon, India

#### Product Manager — Home & Core Platform

2023 – Present

#### Notification & Engagement Platform — Platform Consolidation & Scale

- **Discovery & framing:** Synthesized user research, behavioral analytics, and stakeholder interviews across 8 national market teams — identified that fragmented notification systems were the root cause of low engagement, not creative or targeting. Reframed the problem from 'improve push CTR' to 'consolidate the platform infrastructure.'
- **Strategy:** Built the 2025 platform strategy and a 3-quarter consolidation roadmap, prioritizing infrastructure over feature work. Modelled that unified targeting would unlock roughly 2x the engagement upside vs. incremental optimization and used that to align engineering and business stakeholders on the trade-off.
- **Execution:** Led cross-functional delivery across product, engineering, design, CRM, and 8 national market teams. Consolidated 4 legacy notification systems into one scalable microservices-based framework — reducing integration overhead by 60% and enabling full cross-market reuse.
- **Impact:** Push reach from 1.39M to 2.1M users (+50%); app penetration from 45% to 62% (+17pp); push CTR from 5% to 9% (~80% uplift) via machine learning (ML)-driven personalization and send-time optimization; push-led sessions from 1% to 3%; DAU/MAU from 18% to 27%.

#### Authentication & Onboarding — End-to-End Product Ownership

- **Customer discovery:** Mapped the onboarding funnel across 8 markets using behavioral analytics, qualitative user testing, and customer interviews. Identified login friction as the highest-leverage drop-off — not UI polish, but the underlying auth architecture.
- **Strategy & trade-offs:** Chose to standardize a single auth journey across all markets despite requests from local teams for market-specific flows. Calculated that unified UX would compound long-term retention while still meeting GDPR and CCPA compliance requirements per market. Wrote the technical specification and got sign-off from product, security, legal, and operations.
- **Execution & impact:** Shipped OTP login, auto-login, and entry-point simplifications across all 8 markets. Result: +9% conversion uplift on login, +5% penetration increase through the onboarding funnel, full regulatory compliance maintained.

#### Ask-T — Generative AI Product (Conversational AI Assistant)

- **Ownership:** Defined user journeys, acceptance criteria, and success metrics for Ask-T — Deutsche Telekom's generative AI assistant built on large language model (LLM) technology for conversational support and self-service query resolution. Output quality for an AI product is not a binary pass/fail, so I built the evaluation layer from scratch.
- **AI evaluation framework:** Designed the product quality evaluation process: curated sample query libraries, defined expected answer patterns, mapped edge cases and failure modes, built qualitative feedback loops, and specified escalation path logic. Natural language understanding gaps and hallucination risks were treated as product defects with defined acceptance thresholds.
- **Delivery & metrics:** Partnered with engineering, design, analytics, and business teams to define assistant behavior across answer relevance, fallback handling, and user trust. Defined core success signals: query completion rate, fallback rate, escalation rate, repeat usage, CSAT/NPS, and support deflection potential.

#### MagentaCard — Embedded Fintech, 0-to-1 Product

- Supported the 0-to-1 launch of Deutsche Telekom's embedded fintech product — contributed competitive analysis, PRD reviews, and go-to-market (GTM) planning. Owned the integration between MagentaCard and the engagement platform I managed: defined notification, onboarding, and lifecycle touchpoints targeting 20 to 30% engagement and cross-sell uplift. Contributed to MVP scoping and product-market fit validation alongside the lead PM.

#### Insights & Experimentation Infrastructure

- Built an AI-assisted insights workflow synthesizing app store reviews, behavioral analytics, and qualitative feedback into prioritized opportunity briefs — used to validate or kill backlog candidates before engineering investment.
- Designed experimentation and A/B testing workflows enabling product and growth teams to run segmented campaigns with reduced engineering dependency, accelerating test velocity across the organization.

## Product Manager — Platform Engineering

2022 – 2023

- **Problem:** The release process was bottlenecking delivery across all product teams. Root-caused it through stakeholder interviews and release-data analysis: the issue was inconsistent workflows, not engineering capacity.
- **Solution:** Built and scaled a Release Management Platform standardizing sprint planning, backlog management, and deployment workflows across all teams — reducing go-to-market time from 4 weeks to 3 (25% faster) and improving developer experience significantly.
- **Impact:** Patch releases cut by 35 to 40%; platform SLA stability improved; documentation overhead reduced by 40% via Notion AI automation and Confluence workflow scripting.
- **Tooling:** Drove automation using AI-assisted scripting via GitHub Copilot and Claude; introduced prompt-based workflows for sprint retrospectives and release documentation — reducing manual overhead for engineering teams.

## 3Pillar Global — US Healthcare | SaaS

July 2018 – March 2022

### Module Lead — Quality Engineering

- Led quality engineering strategy for ModMed — a regulated healthcare SaaS platform serving 3M+ patient interactions. Defined test strategy, managed release quality, and ran cross-functional QA planning for quarterly releases.
- Managed a team of 5 engineers; achieved zero P0 production defects in the final 18 months through improved automation coverage and release gating.
- Increased automation coverage from 35% to 68%, reducing manual testing effort by 40%. Built an API automation framework using RestAssured and Java, enabling scalable regression cycles across microservices.

## GlobalLogic — Ignite TV | OTT Platform

Sept 2017 – July 2018

### Senior QA Engineer

- Owned test strategy and end-to-end automation for Ignite TV, a large-scale OTT streaming platform. Improved release quality and reduced regression time through scalable automation frameworks.

## NEC Technologies India — Equinox | SaaS

Nov 2015 – Sept 2017

### Test Engineer

- Built Selenium and Java-based automation frameworks for enterprise SaaS products; improved test coverage and execution efficiency by 45%.

## SKILLS

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**Platform & Technical PM:** Platform Consolidation • Release Infrastructure • Microservices • API Design & Versioning • System Design Review • Technical Specifications • SLA/SLO Management • Developer Experience • Infrastructure Road mapping • PRDs (Product Requirements Documents) • User Stories • Backlog Management • Sprint Planning • Stakeholder Alignment • GTM Strategy

**AI Product & Evaluation:** Generative AI (GenAI) • Large Language Models (LLM) • Natural Language Processing (NLP) • Conversational UX • AI Evaluation Frameworks • Prompt Engineering • Answer Relevance & Fallback Handling • Escalation Flows • AI Quality Gates • Responsible AI • ML-driven Personalization • Experimentation Velocity

**Product Discovery & Growth:** Customer Discovery • 0-to-1 Product Development • MVP Scoping • Product-Market Fit • OKRs • North Star Metrics • A/B Testing • Prototyping • Usability Testing • Monetization Strategy • App Growth & Retention • GTM Planning • Product Scaling

**Tools & Analytics:** Figma • Miro • Jira • Confluence • Notion AI • GitHub Copilot • Claude / ChatGPT • Lovable • SQL • REST APIs • MicroStrategy (MSTR) • Firebase Analytics • Mixpanel • Amplitude • Advanced Excel

**App Metrics Expertise:** DAU/MAU • App Penetration • D1/D7/D30 Retention • Push CTR & Reach • Session Depth • CSAT/NPS • Onboarding Funnel Conversion • Support Deflection Rate • Deep Link Attribution

**Core Competencies:** Strategic Thinking • Cross-Functional Leadership • Execution Excellence • Analytical Problem Solving • Stakeholder Management • Agile/Scrum • Data-Driven Decision Making • Adaptability

## EDUCATION & CERTIFICATIONS

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Professional Certificate in Product Management — ISB Hyderabad

Dec 2024 – Jul 2025

PMP — Project Management Professional

February 2025

CSPO — Certified Scrum Product Owner

September 2024

B.Tech, Electronics & Communication — UPTU Lucknow

2010 – 2014