

AAYUSH GEORGE

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SUMMARY

Product Manager with 2+ years of experience shipping features for **B2B SaaS** products, with a focus on AI-powered features, workflow automation, and data-driven insights. Proven track record of translating customer pain points into scalable product enhancements that improve operational efficiency and deliver measurable business value for customers.

EXPERIENCE

Bectran, Inc., Schaumburg, IL

May 2024 – Present

Product Manager

- Led cross-functional design and delivery of a credit card payment gateway integration for the Bectran Payment Portal, enabling customers to process **\$5M+** in annual card transaction volume and expanding platform payment capabilities.
- Reduced manual data-entry effort by **70%** for enterprise customers processing 100+ paper credit applications per month by leading the design and launch of an **AI-powered OCR** capability that automatically extracts and populates application fields.
- Extended reporting access beyond the Bectran platform by owning product requirements and delivery of a reporting **REST API**, enabling a Fortune 50 retailer to **automate** data delivery into BigQuery dashboards for downstream business users.
- Accelerated a phase of enterprise customer onboarding by **67%**, reducing migration timelines from 6 to 2 weeks through the design and launch of a **document migration API** that enabled bulk transfer of legacy records into Bectran.
- Lifted **CSAT** from **80%** to **90%** among enterprise AR teams by defining and launching portfolio-based Account Statement strategies, replacing a single global send rule with segment-level control over cadence, delivery, and messaging.

Synergy Works Group, Bloomington, IN

February 2024 – May 2024

Senior Associate

- Analyzed user behavior and website performance metrics to uncover product optimization opportunities, driving a **30% increase** in website traffic and a 20% increase in pages viewed per visit.
- Conducted customer discovery sessions to gather business requirements, translating stakeholder needs into actionable user stories and technical requirements that improved delivery speed and solution quality.

Kimberly-Clark, Chicago, IL

May 2023 – August 2023

IT Business Partner Intern

- Developed a company-wide Generative AI **product roadmap** that prioritized high-impact use cases and established **responsible AI** guidelines, enabling scalable and ethical adoption across business functions.
- Led development of a **Generative AI solution** that automated e-commerce content creation for major retailers including Target, Walmart, and Amazon, increasing marketing operations efficiency by 20%.
- Defined analytics requirements and optimized Google Analytics tagging strategy, reducing reporting discrepancies by **40%** and improving confidence and usability in website performance reporting.
- Conducted customer discovery interviews across 7+ brands to evaluate first-party data maturity, synthesizing insights into strategic recommendations to improve **enterprise data utilization**.

United Soccer League, Bloomington, IN (Remote)

Aug 2021 – Dec 2021

Club Services Intern

- Created game-scheduling recommendations for league executives by **analyzing** ticket sales and linear TV viewership across **80+ matches** and 3 seasons, quantifying the tradeoff between gate revenue and broadcast reach.
- Synthesized community engagement data across 20 member clubs to create a league-wide playbook, recommending high-performing event strategies to **improve** fan **engagement** and attendance.

EDUCATION

Kelley School of Business, Indiana University, Bloomington, IN

Master of Science in Information Systems

GPA: 3.80/4.00

- **Concentration:** Business Intelligence and Analytics; Co-Concentration: Enterprise Security

Kelley School of Business, Indiana University, Bloomington, IN

Bachelor of Science in Business; Majors: Marketing and Digital Marketing

GPA: 3.82/4.00

TECHNICAL

- **Technical Skills & Tools:** Prompt Engineering, Postman, JIRA, SQL, Python, RStudio, HTML
- **Frameworks and Methodologies:** Product Strategy, Backlog Prioritization, Requirements Gathering, Agile, Scrum, Waterfall, Kanban, Project Management, A/B Testing, User Research, Product Management, SDLC