

ANUSHKA KHER

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Objective

Senior product manager with 9+ years of experience in Amazon grocery shopping and AI/ML personalization, delivering over \$500MM in revenue impact. Seeking to join a fast-growing, consumer-focused product team to transform the in-store experience.

WORK EXPERIENCE

Amazon, Senior Product Manager (Technical)

July 2021 - Present

Personalization, Generative AI and applied ML Platform

Achievements

- Launched Amazon-wide generative AI based customer intent memories for 20MM customers, driving a 2x CTR lift through personalized recommendations
- Built Amazon's customer intelligence engine, leveraging embeddings to infer intent and surface across experiences, cutting irrelevant recommendation rate by 37% (from 6.7% to 4.2%), validated by A/B testing

Responsibilities

- Own product vision and go-to-market strategy for intent memories across partner experiences
- Define AI quality standards covering product KPIs, LLM-as-judge evaluation, and regression gates across all our AI releases
- Lead cross-functional team of 10+ applied scientists and ML engineers, driving product roadmap and design including MVP scoping, API schema, and prompt engineering for intent data
- Identify quality gaps through customer interviews and market analysis of alternative solutions, translating findings into actionable user stories
- Own A/B experiment framework gating model releases on quality and engagement KPIs

E-commerce Shopping Experience

Achievements

- Built the order rescheduling zero-to-one MVP, reducing cancellations by 17% and delivering \$31MM in annual sales, for maximizing customer flexibility
- Scaled post order flexibility experience globally, driving \$115MM in annual sales through improved conversion and retention, and \$11.5MM in profit through inventory savings
- Launched Amazon's new product vertical of 3p-led fulfillment in Mexico, unlocking \$60MM in financial incentives through strategic partnership model

Responsibilities

- Own product vision and the executive strategy alignment to secure funding for rescheduling product launch
- Lead E2E product lifecycle development across 15+ engineering and operations teams, building platform-level capabilities across fulfillment, capacity, inventory, operations, and driver logistics
- Prototype CX flows in Figma alongside UX team designing key user journeys for grocery consumer experiences across discovery, cart, checkout and post checkout
- Identify customer pain points through voice of customer interview and analyzing grocery customer contacts and order cancellations data
- Prioritized product roadmap for grocery customer experience, in-store shopper experience, fulfillment and delivery logistics
- Deliver executive leadership demos to showcase sustained momentum for new marketplace
- Lead Amazon's first merchant facing developer platform, designing APIs, SDKs and developer tooling, establishing 3p-led fulfillment flow for sellers
- Manage cross-functional partnership across 10 teams: country leaders, merchant, marketing, legal, engineering and operations leadership to launch and scale new marketplace two months ahead of schedule

- Create product requirement documentation (PRD) for warehouse associates, shoppers or drivers, optimizing shopper speed and ownership products

Amazon, Software Engineer, Alexa, Seattle WA

July 2017 - July 2021

- Developed Java/Spring monetization platform driving 30% growth in 3P Alexa partners adoption backed by AWS SQS/SNS

University of Maryland, Data Analyst (Graduate Research Assistant)

Sept 2016 - May 2017

- Developed data visualization dashboards on open citizen science public datasets backed by Python, enabling researchers to analyze trends

EDUCATION

University of Maryland, College Park, MD – **Master** of Information Management

Maharashtra Institute of Technology, Pune, India – **Bachelor of Engineering** in Computer Engineering

SKILLS

Product	AI/ML strategy, Consumer Experience, Platform PM, User research, Roadmap, KPIs, A/B experimentation, go-to-market strategy, product vision, product strategy, mentored juniors, cross functional collaboration, influence without authority, Asana, Jira
AI/ML	LLM product development, Conversational AI, Evaluation and safety frameworks, Prompt design, Semantic search, Embedding, RAG, recommender systems, custom model fine-tuning
Technical	Distributed Systems, Cloud (AWS), REST APIs, Python Java, SQL, SQS/SNS, Andes, S3, Claude code
Domain	Personalization, Grocery, E-Commerce, Marketplace, New Product Verticals, Consumer Product, B2B