

Anubhav Dhawan

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AI-Native Product Leader | Building AI First Products & Organizations | 0→1 & Scale

Qualifications Summary

AI/ML Products: Generative & Predictive AI Systems, AI Orchestration, MCPs, NLP, ML Modeling

Product Leadership: 0→1 Product Development, AI-First Strategy, User-Centric Systems

Domain Expertise: Retail & eCommerce, Supply Chain & Logistics, Mobility & Connected Ecosystems

Business Skills: AI Driven Monetization, Pricing & Unit Economics, Go-to-Market & Product-Led Growth

Relevant Career Experience

Quiet Platforms (sub. of AEO), Vancouver, BC, Canada

8/2022 to 1/2026

Senior Manager, Product Management

(Start Up) Directed Product Design & Strategy for a broad portfolio of AI/ML products for B2B retail biz.

- Championed predictive pricing engine, embedding ML-driven decisions across key pricing levers such labor costing and product categorization, increasing accuracy and reducing effort by 90%
- Identified bottlenecks in reporting cycles (2-4 weeks) and led NL-driven BI platform enabling self-serve analytics, reducing turnaround time to minutes and cutting engineering workload by ~60%
- Built RAG-based LLM Chatbot platform for external customer support and internal associate training, reducing support and onboarding costs by ~\$0.5M annually
- Pioneered organization-wide shift to AI-first product development, introducing AI-assisted (“vibe coding”) workflows, reducing engineering effort by ~50% and accelerated prototyping cycles
- Directed investments and building of a custom Analytics Platform for ~45 B2B retail clients, reducing KPI time by 70% & improving accuracy by 50%; achieved a 100% adoption rate
- Defined evaluation metrics for LLM systems (accuracy, latency, hallucination rate, confusion matrix etc.), including using LLM as a judge, improving reliability and user trust
- Designed guardrails and feedback loops (user ratings, monitoring pipelines) to continuously improve model performance

Deloitte Consulting LLP, San Francisco, CA

7/2015 to 8/2022

Senior Manager, Product and Marketing 5/2021 to 8/2022

Built and scaled Deloitte’s Future of Mobility practice to \$5M in revenue, defining product strategy and monetization models for global OEMs and city governments

- Directed the Pricing and Billing strategy for SaaS products for Connected & Electric Vehicles (CEV) of a global OEM using Machine Learning models
- Led development of Human-Centric Customer Experience Design for online purchasing and servicing of CEV vehicles for US-based OEM, increasing lead engagement by 20%
- Led the incubation of a congestion-pricing model for eScooter/Bikes traffic management for a European Capital city and estimated required investments and ROI.

Manager, Product and Marketing 9/2017 to 5/2021

Worked with executive leadership of Fortune-100 companies and public bodies to build go-to-market and product strategies.

- Defined processes to connect front end services for CEV to back-office CRM and ERP products, standardizing back-office processes for multiple LOBs, saving 2% in costs
- Led definition, design, and architecture of key Business Success Metrics (KPIs) to measure performance of a portfolio of B2B and B2C Mobility products

Also worked as a Senior Consultant, Product and Marketing 7/2015 to 8/2017

Amazon LLC, Seattle, WA

7/2011 to 8/2013

Senior Technical Program Manager

Managing products and programs for Amazon's International Country Expansion program, enabling Amazon's entry in the Indian, Spanish and Italian markets

- Built and launched the Cash-On-Delivery product for Amazon's entry into Indian market, responsible for 50% of sales upon launch
- Designed and implemented European Fulfillment network's transportation product, enabling access of over 10MM inventory items from Spain and Italy across the European Union
- Lead the setup of the merchant's platform for Amazon's entry into the Italian and Spanish markets

**Imagination
Labs**

Tell Me Your Story (AI Video Platform)

- Conceived and built a GenAI driven prompt to video generation product to assist non-technical social media content creators in bringing their ideas to life
- Built an end-to-end agentic content generation system (text → screenplay → scenes → video) using multi-model orchestration
- Solving for and continuing to improve character consistency and scene continuity, a contemporary challenge due to the quantitative diffusion models used for image and video generation.
- Experimenting with evaluation frameworks for output quality (narrative coherence, visual consistency)
- [Demo Video](#)

WhimsyWorks Toon Studios

- First application of Tell Me Your Story
- In the process of building viewership with commercialization objectives
Demo Channels: [Kit Cat Spiritual](#), [Dolma Doggie Jokes](#)

Education

PG Diploma in AI/ML, Business Analytics and Applications

McCombs School of Business, University of Texas, Austin, TX, USA

PG Diploma, No Code AI/ML Data Science Solutions

Massachusetts Institute of Technology, Boston, MA, USA

MBA (Product and Marketing)

Ross School of Business, University of Michigan, Ann Arbor, MI, USA

B. Tech. (Computer Science)

Netaji Subhash Institute of Technology, University of Delhi, New Delhi, India