# Uvaise Nazir

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Data and AI product specialist with 5 years in product management and 8 years across tech, consulting, and startups. Expert in 0-to-1 B2B SaaS, AI-powered analytics, user research, and scaling cross-functional teams. Built and shipped platforms that turn complex data into actionable insights for Fortune 500 clients in Healthcare, Technology, and AdTech.

## Experience

**Product Implementation Lead**  **C5i**  **Apr 2023 – Apr 2025**
C5i Discovery Team  Bangalore, AI Analytics

- Led the global rollout of an AI driven analytics platform (built on *Discovery AI)* for a Fortune 500 pharma client, adopted by 100+ marketing leads across 25+ countries. Conducted extensive user interviews, analyzed existing knowledge bases, and workflows to define requirements, enabling integration into the core platform and significantly reducing time to insight.
- Successfully automated a weekly performance newsletter for a global tech leader, saving over 80 manual analyst hours per week by defining technical requirements, designing data models, and coordinating with development teams. Delivered automated AI-generated insights to global revenue teams, boosting reporting efficiency and improving decision quality.
- Managed a cross-functional team of five analysts, data scientists, and designers, partnering with global and internal stakeholders to deliver successful products and drive sustained client adoption. Reported to the Global Head of Product and Solutions, aligning goals and strategies across departments to maximize business impact.
- Developed and launched 6 proof-of-concepts for Fortune 500 clients across industries like automotive, B2C tech, and beverages. One-third progressed to full products, showing strong client value and impact.

**Sr. Product Strategy Analyst**  **C5i**  **Oct 2021 – Mar 2023**
C5i Incivus Team  Bangalore, AI Ad-Tech

- Defined product requirements and managed end-to-end releases by aligning customer needs with leadership vision, enabling streamlined product development.
- Led user research and MVP development, collaborating closely with design and engineering to deliver high-impact prototypes and iterative product releases.
- Assessed and launched 5 AI/data partnerships, conducting rigorous proof-of-concept testing across millions of data points to validate product scalability and performance.
- Collaborated with large-scale data labeling teams to manually generate training data for proprietary computer vision, voice, sentiment, and NLP models in AdTech.

**Freelance Consultant**  India  **Feb 2019 – Sep 2021**

- Transitioned to Data Science and Product Management during this period.
- **Consultant**: Advised a Telecom company in the Middle East on a business acquisition proposal.
- **Product Consultant** at Feature Monkey (Remote)  **Jul 2020 – Dec 2020**
  Conducted user research & interviews, refining the roadmap and launching the first version. Product scaled to $1,000 ARR within the initial period.

- **Independent Consultant Intern** at Sattva Consulting (Gurgaon)    **Feb 2019 – May 2019**
  Designed a market entry strategy for an international conservation foundation expanding into India.


**Business Consultant /Partner**          **Heiley Spaces**                    **Nov 2017 – Dec 2018**
Cochin, Infrastructure

- Supported the conception and launch of Heiley Spaces, an infrastructure and construction start-up that achieved over 25% ROI by Year 3
- Envisioned and executed the pilot facility for a co-working space by leading planning through launch. The original plan was to scale to a larger 400-seater space, but the project was not expanded further due to scaling challenges.


**Product Consultant**               **Plastic Water Labs**           **Apr 2017 – Aug 2017**
Bangalore, Extended Reality

- Identified a market opportunity to adapt a K-12 (Kindergarten to Grade 12) VR product for children with autism, conducting user research to uncover specific learning needs. Defined tailored product capabilities with the engineering team to develop and test prototypes.


**Assurance Associate**                    **EY**                    **Aug 2016 – Mar 2017**
Bangalore, Financial Services

- Conducted audit engagements for European Wealth & Asset Management clients, ensuring compliance & financial accuracy.

## Key skills and strengths

- Data & AI:      AI/ML Projects, Python, SQL, Tableau, PBI, Google Analytics, GenAI, RAG
- Technologies: n8n, Jira, Notion, Office 365, Excalidraw, HTML/CSS/JS, Astro
- Languages:    English (Fluent), German (Conversational), Malayalam (Native), Hindi
- Certificates:    Python Programming, Design Thinking, AWS Data Analytics, Advanced MS Excel, Lean Six Sigma
- Data Science Bootcamp:  Summer Analytics '21, IIT Guwahati  **May 2021 – Jul 2021**
- Work Eligibility: Yes, Chancenkarte visa which also includes a 2 week trial period.

## Education

- **Executive Program - Data Driven Product Management,** IIM Lucknow   **Aug 2020 – Apr 2021**
- **Bachelor of Business Administration,** Christ University                    **Jun 2013 – Apr 2016**