

Pranav Deo

Location: Sunnyvale, CA | **Portfolio:** pranavdeo.info

C: +1 571 422 9044 **E:** deoprnav2808.work@gmail.com **in:** linkedin.com/in/pranav-deo **git:** github.com/Pranavd0828

EXPERIENCE

Rakuten

May 2021 - Present | San Mateo, CA, United States

Staff Product Manager - AI Platforms & Ads Infrastructure

Jun 2025 - Present

- Modernized **cloud-native ads infrastructure** as platform scale increased, owning technical product requirements for containerized services using **Docker and Kubernetes across AWS and GCP** and driving migration to a **sharded Redis architecture** that improved **p95 latency from 4s to 300ms** and reduced infrastructure costs by **30%**.
- Led product architecture for **multi-agent GenAI orchestration platform** to replace fragmented creative generation and review workflows, defining LangChain-based agent orchestration, memory and retrieval requirements, and data-access and retention controls that reduced **creative revision cycles by 30%**.
- Unified **recommendation, ranking, and budget-pacing logic** over shared campaign and marketplace signals within a common decisioning layer, defining platform abstractions, APIs, integration contracts, and success metrics with engineering and data science to reduce **end-to-end recommendation response time by 20%** and increase product decision velocity by **25%**.

Senior Product Manager - Recommendations & Optimization Platform

Feb 2022 - Jun 2025

- Launched **Programmatic Loyalty**, a zero-to-one optimization platform that replaced manually configured campaign economics by translating advertiser spend and target ROAS into recommended **effective commission rates, budget-pacing strategies, and customer incentive allocations**, scaling to **\$500M+ in annual revenue**.
- Defined **real-time personalization and cohort-targeting systems** across first-time buyer, new-to-merchant, and lapsed audiences, combining first-party behavioral signals, promotion calendars, traffic, and campaign performance to improve contextual relevance and contribute to a **20% lift in conversion**.
- Defined the **online and offline decisioning architecture** with engineering and data science, using **Kafka** for event ingestion, **Snowflake** as the settled-sales and analytical truth layer, and **Redis** for low-latency budget and decisioning state, enabling near-real-time optimization while preserving settled financial data as the source of truth.

Product Manager - Ads Performance & Experimentation

May 2021 - Feb 2022

- Launched **Personalized Rewards** to improve acquisition across new and lapsed customer cohorts, designing randomized experiments with **CUPED pre-period adjustment** to reduce estimator variance during high-variance seasonal periods and validating a **32% lift in new-buyer acquisition**.
- Developed **ML-driven propensity modeling** for advertisers with sparse historical data, partnering with data science to use similar-store proxy signals for propensity scoring and unlocking **\$16M in incremental GMV** from local merchants.

LeanData

August 2020 - May 2021

Product Manager - Workflow Automation & Decisioning Platform

Santa Clara, CA, United States

- Shipped a **no-code rules and workflow orchestration platform** to reduce engineering dependency for lead qualification, enabling GTM teams to configure decision rules independently and reducing configuration-related escalations by **40%**.
- Built **real-time lead routing** using rule orchestration and qualification signals and led integration of **logistic-regression lead scoring** into production CRM workflows, accelerating the sales cycle by **10%** through routing automation and increasing conversion by **21%** through ML-driven scoring.

Media.net

August 2017 - July 2019

Product Analyst - ML Optimization & Ad Platform Analytics

Mumbai, MH, India

- Built **Python-based regression models** to predict RPC-CPC relationships and optimize traffic economics across large-scale advertising systems, contributing to a **20% increase in ad revenue**.

TECHNICAL SKILLS

AI & ML Platforms: GenAI, LangChain, recommendation systems, ranking, personalization, ML pipelines, A/B testing, CUPED

Cloud & Distributed Systems: Kubernetes, Docker, AWS, GCP, distributed systems, real-time decisioning, REST APIs

Data & Infrastructure: Redis, Kafka, Snowflake, Databricks, SQL, Python, Git/GitHub, CI/CD

EDUCATION

University of Maryland, College Park, United States

2019 - 2020

Master of Science with Honors, Statistics

GPA: 3.83/4.00

University of Mumbai, India

2013 - 2017

Bachelor of Engineering, Computer Science

GPA: 3.93/4.00