

RAHUL PAUL

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Technical product manager who drives AI products from 0-to-1, partnering with engineering, data science, and design to move fast and turn technical depth into product vision and measurable business impact

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN, McCombs School of Business, Austin, TX **May 2027**
Master of Business Administration, Brand and Product Management

UNIVERSITY OF DELHI, Netaji Subhas Institute of Technology, Delhi, India **May 2019**
Bachelor of Engineering, Information Technology

EXPERIENCE

CISCO SYSTEMS, Austin, USA **2026 – 2026**

Product Marketing Manager, MBA Intern (Jun. 2026 – Aug. 2026)

- Reimagined Cisco's translation-validation workflow with an AI proof-of-concept in Cursor and Claude Code, cutting token costs 15% and reusing components across four tools: content evaluation, research, mail, and PowerPoint
- Led primary research across 50 stakeholders to define a 6-month product roadmap, personas, and positioning for Cisco's AI sales enablement Agent, shaping messaging that anchored the CMO's keynote at the global launch event

DREAM 11, Mumbai, India **2025 – 2025**

India's largest consumer fantasy sports platform with 250M+ users and \$750M annual revenue

Product Manager, ML Applications (Feb. 2025 – Aug. 2025)

- Pioneered a new revenue stream by leading a 10-person team to launch in-app ad monetization, prototyping placements and dashboards for stakeholder buy-in, and generating \$8M in incremental revenue within 60 days
- Scaled an in-house ML platform from 8 to 100+ daily active users by redesigning the developer experience and partnering with data science on quality benchmarks, cutting third-party reliance and saving \$500K annually

SAMAGRA, Delhi, India **2024 – 2025**

Tech consulting firm partnering with Indian state governments to digitize 500+ public services for 30M residents

Product Manager, AI Products (Aug. 2024 – Jan. 2025)

- Owned the go-to-market strategy and buyer research for a B2B SaaS LLM platform, crafting messaging and content strategy to secure a new enterprise client and close \$700K in new annual recurring revenue
- Analyzed adoption data via Tableau to identify lagging districts, then tailored a student-testing app's go-to-market strategy with State and Education stakeholders, driving adoption to 200K teachers within 2 months

MEDIA.NET (DIRECTI), Gurgaon, India **2021 – 2024**

Top 5 ad-tech firm in the world catering to Fortune 100 clients with \$750M revenue

Associate Product Manager, AI Personalization (Jul. 2023 – Jul. 2024)

- Owned the 0-to-1 product roadmap and launch of a B2B ad-traffic optimizer for Fortune 100 clients, leading a 15-person cross-functional team and defining success metrics that drove \$35M in revenue and a 70% cost reduction
- Built and launched a feature-flag-based A/B testing platform adopted org-wide, engineering role-based access controls for sensitive data and mutual exclusivity by design, driving 30 experiments within 6 months of launch

Software Development Engineer, Publisher and Advertiser Optimization (Jul. 2021 – Jul. 2023)

- Built a 12-month product roadmap with C-suite signoff, aligning 30+ stakeholders across engineering, data science and sales to shape training data and evals for an AI-based bid price optimizer that generated \$80M in 12 months
- Designed and prototyped an AI-based targeting module and partner ROAS dashboard, then led a 3-person team to ship it, increasing return on ad spend 20% and moving Media.net's client-report ranking from 10th to 3rd

SAMSUNG R&D INSTITUTE (SRIB), Bangalore, India **2019 – 2021**

Software Engineer → Senior Software Engineer, Samsung Camera (Jun. 2019 – Jul. 2021)

- Translated a computer vision AI capability into Samsung Camera's first "Night Mode," grounded in beta user research and competitor analysis, shipping it as a flagship differentiator that contributed to \$1B in device-line sales
- Collaborated with Korean and Vietnamese teams to develop an on-device ML color-tuning model, optimizing latency without compromising image quality, launched globally on 25+ million flagship devices
- Selected as 1 of 20 to co-develop Samsung Camera's first software-based "Super Slow-motion" feature with the Korea R&D Center, now offered as standard feature across devices since 2020

ADDITIONAL

- Skills:** Product Vision & 0-to-1 Strategy, Stakeholder Influence, UX Research, Go-to-Market Strategy, PRD Development, Tableau/Looker, SQL, Python, AWS/GCP, ML/AI, Jira/Confluence
- Volunteer:** Teach For India - taught 250+ students in 3 years; Samsung CSR - raised \$1M for local education projects
- Accolades:** Samsung - Excellence Award (2021), Spot Award (2020); Gartner - 2/35 teams in Case Competition (2025)
- Interests:** State level badminton player (4/200 in 2023); Avid reader; Reality TV enthusiast