KASHIF MERCHANT

Dallas, TX | 469-531-5037 | kashifsmerchant@gmail.com | linkedin.com/in/kashifsmerchant | U.S. Citizen

PROFESSIONAL SUMMARY

Product Leader with 12+ years of experience in Product Strategy, Digital Transformation and AI-powered Innovation. Skilled in leading cross-functional teams to bring transformative solutions from concept to market. Expertise in building and scaling AI products and multi-agent solutions that enhance customer experience, drive business impact, and improve operational efficiency.

WORK EXPERIENCE

WEX   Jan 2024 - Present
Sr Manager, AI Product Management - Gen AI and Multi-Agent Products

Recipient of the 2024 Digital Excellence Award & AI Innovator of the year award from the CDO & CTO respectively.

- Defined and executed AI product strategy at Wex in collaboration with C-level and senior leadership, driving AI innovation across Mobility, Payments and Benefits business lines.
- Managed a team of 8 PMs (ICs and Managers), driving product development for GenAI solutions, ML models for Fraud, Attrition, Late Fees, Credit Risk, and the AI Platform.
- Led a team of 40+ AI engineers using LLMs and agentic frameworks (Langraph, Crew AI, Hugging Face, etc), driving $60M in new revenue through innovations in Claims Automation, AutoIVR and Fleet Intelligence.
- Spearheaded an enterprise agentic marketplace, launching specialized Wex Agents, unlocking $12M in productivity.
- Launched a Benefits Assistant for open enrolment, delivering personalized experiences for millions of customers.
- Built AI partner ecosystem through strategic partnerships with UiPath (RPA), Moveworks, Google and OpenAI, accelerating intelligent automation, and enabling scalable GenAI adoption across the enterprise.
- Oversaw 30+ AI experiments across diverse customer segments to validate pain points and de-risk product ideas.

T-MOBILE   Jul 2021 – Dec 2024
Sr Manager, Product Management for Conversational AI - Virtual Retail and Care

Recipient of the 2022 Exemplar Award for Innovation from the CPO

- Managed a team of 5 product managers overseeing the Conversational AI product group.
- Led product development for an AI Sales Tool that delivers over 5 million insights daily.
- Shipped 5 key experiences for TMO chatbot used by millions of customers resulting in 15% decrease in call volumes.
- Led product strategy for onboarding and troubleshooting in IntentCX (partnership with NVIDIA and OpenAI)
- Launched a device recommendation product, boosting conversions by 6% and increasing NPS by 7.5%.

HILTI GROUP   Jan 2020 – Jul 2021
Group Product Manager - DS and ML for E-Commerce Platform

- Led product development of AI Product Catalog for B2B marketplaces generating CHF 8.4 million annually.
- Delivered key ML models for upsell, customer engagement and retention for Hilti's E-commerce Platform, supporting $0.6 billion in annual sales.
- Developed an ensemble learning based digital marketing AI tool that drove a 10% increase in prospect conversions.
- Shipped multiple UX improvements to reduce cognitive load for online customers during registration.

ERNST AND YOUNG (EY)   Mar 2019 – Jan 2020
Staff Product Manager - Tax Technology and Transformation (Data Science Practice)

- Delivered cutting edge ML models for sales tax for two Fortune 50 clients.
- Shipped a customized depreciation calculator for a major financial services client.
- Collaborated with c-level client leadership and EY partners on the product roadmap for Indirect Tax.

KFORCE/MITCHELL MARTIN   Feb 2018- Mar 2019
Senior Product Manager Consultant - Kaiser Permanente, DFIN

- Built a patient onboarding tool that increased automation by 30% over existing processes.
- Supported product development of contract management experience in XBRL tool for mutual funds.

- Delivered an Insights Hub to enable customers with marketing analytics for data driven decision making.

UTA   Feb 2014 - Dec 2017
Product Analyst – Registration Portal
- Created product specs for enterprise planning and workforce transformation initiatives.
- Conducted user interviews and discovery sessions to define friction points in customer experience.
- Developed analytical dashboards to monitor budget, expense, revenue, and capital expenditures.

EDUCATION
Kellogg School of Management at Northwestern University
Product Strategy - Developing and Managing Products as a Business

The University of Texas at Arlington
Bachelor of Business Administration in Finance
Freshman Honors Scholarship Recipient | Men of Principle Scholarship | Outstanding Leadership Award
Student Body Secretary| VP Membership – Alpha Phi Omega | Beta Theta Pi

The University of Texas at Austin
Candidate for Masters in Artificial Intelligence - Fall '25

Maven - AI Product Leadership

Scrum Alliance - Certified Scrum Product Owner

SAFe - Certified SAFe® 5 Product Manager

SKILLS AND TOOLS

● Product Strategy	● AI Governance	● Ideation Prototyping
● Agent Orchestration	● A/B Testing	● Agentic Tools
● RAG	● LLMs	● Prompt Chaining