Karthick Govindaraju

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AI Product Manager | Data & AI Platforms | Hands-On Builder

PROFESSIONAL SUMMARY

Product-minded data leader with 15 years of experience turning ambiguous business problems into shipped products, with recent work focused on generative and agentic AI. At Amazon Ads, lead a 6-person BI team and product-managed an agentic AI application on Amazon Bedrock AgentCore that saves 500+ hours per week across 50 finance and analytics users, plus self-service data products used by 5,000+ internal customers. As personal projects, designed and built a full-stack property-operations web app end to end, from user interviews to deployment, including an MCP integration that lets users manage it through AI assistants. Combines product judgment, technical depth (can prototype and ship), and data-driven decision-making. Seeking a Senior / Principal Product Manager role on AI or data platform products.

CORE SKILLS

Product: Product strategy & vision, roadmap, PRDs, customer discovery, user research, MVP & iterative delivery, prioritization, success metrics & KPIs, A/B testing, go-to-market

AI Product: Agentic AI products, Amazon Bedrock AgentCore, Bedrock Knowledge Bases, LLM applications, AI agents & tools, Model Context Protocol (MCP), prompt engineering, RAG/grounding, evaluation & guardrails, human-in-the-loop design, responsible AI, Amazon Bedrock, Anthropic Claude

Data Platforms: Data products, self-service analytics, data governance, data pipelines, Redshift, EMR/PySpark, Airflow, Tableau, QuickSight

Technical: SQL, Python, JavaScript, React, Node.js, PostgreSQL, REST APIs, OAuth 2.0, Docker, AWS

Leadership: Cross-functional leadership (engineering, finance, sales, design), executive communication, vendor negotiation, Lean Six Sigma Black Belt

PROFESSIONAL EXPERIENCE

Manager, Business Intelligence, Ads Sales (Twitch Ads, Agency, ADSP, Partner Dev) **08/2021 - Present**

Amazon Ads, Seattle, WA

- Product-managed an end-to-end agentic AI application on Amazon Bedrock AgentCore, from problem definition and requirements through launch. Users ask questions or assign multi-step tasks in a web app; the agent runs remotely in isolated AgentCore Runtime sessions, pulls data, computes and reconciles results, and returns CSV, PDF, or HTML dashboard outputs. Defined the agent's skills and knowledge-base tools and an IAM role-based data-access model. Rolled it out to 50 finance and analytics users, saving each 10+ hours per week (500+ hours weekly) on report generation and data reconciliation.
- Shipped an earlier generative AI chatbot (Bedrock + Anthropic Claude 3) after identifying that leaders were waiting on analysts for ad-hoc revenue questions; defined use cases, prompt design, guardrails, and accuracy checks, and drove adoption with sales leadership.
- Defined requirements and KPIs with business, product, and finance leaders and launched 10 self-service dashboards that 1,000+ users now run their sales decisions on.
- Led the $2MM Tableau Server platform launch for the Ads Finance org: a 4-node cluster on AWS EC2 in a corporate VPC with SAML SSO and Active Directory permissions; scaled to 200+ dashboards serving 5,000+ users across Ads Sales and Finance.
- Led a critical data migration of Advertiser/Agency mappings across 50K advertisers and 1,000+ partners, covering data reconciliation, gap analysis, and revenue-impact assessment; drove the product fixes that closed every gap with zero reporting disruption.
- Owned vendor selection, contract negotiation, technical requirements, and integration for third-party ad-market insights data, enabling Sales to measure market share and set data-driven sales targets.
- Lead a team of 6 BI engineers owning revenue reporting, data pipelines, and data marts for Twitch Ads, Agency, and Ad-Tech segments, serving global Ads Sales, Finance, and Compensation teams across multiple countries; own hiring, mentoring, roadmap, and prioritization.

- Re-architected legacy Redshift SQL ETL to PySpark on AWS EMR, cutting job runtime 50% and saving $50K per month ($600K/yr) in compute cost.

Data Engineering Lead **01/2016 - 08/2021**

Gulfstream Aerospace, Savannah, GA

- Built a web-based recommendation engine (Python Flask; market-basket analysis + Levenshtein text similarity) over 1M nonconformance records that surfaced historical fixes for current engineering issues, saving engineers 2+ hours/day and cutting solution lead time 80%+.
- Developed a full-text search engine indexing 1,000+ legacy documents and aircraft specifications, improving engineer efficiency 20%+.
- Delivered business-process automation projects used by 1,000+ engineers, saving $5M+ annually.
- Built forecasting and ROI metric dashboards and presented findings and recommendations to senior leadership to guide business strategy.

Technical Program Manager / Operations Engineer **06/2011 - 12/2015**

Gulfstream Aerospace, Savannah, GA

- Drove the ERP implementation, translating business requirements into technical specifications and aligning IT and business teams on delivery.
- Secured $1M in savings through Lean Six Sigma process-improvement initiatives, using hypothesis testing and design of experiments (Minitab) for root-cause elimination.

PERSONAL AI PROJECTS

CleanStay: Property-Operations Web App with AI Assistant Integration **2025 - Present**

Personal project | github.com/kgcodes1288/KASA

- Designed and built a full-stack property-operations web app for short-term-rental hosts, with Airbnb iCal sync that auto-generates cleaning jobs, room-by-room checklists, recurring maintenance, a vendor quote and owner approval flow that auto-drafts invoices, and role-based owner, co-host, and contractor dashboards.
- Interviewed hosts, co-hosts, and cleaners to map real workflows; turned them into a prioritized feature backlog and shipped iteratively (~200 commits), including no-login SMS job links for contractors to remove onboarding friction.
- Defined and shipped an AI-assistant integration: an OAuth-secured MCP (Model Context Protocol) server that lets users connect Claude to their account and manage listings, jobs, and quotes conversationally, proving out agent-first UX.
- Ran phased end-to-end QA with synthetic accounts across UI, email, and SMS flows; diagnosed and fixed a deployment incident (container DNS aliasing routed prod traffic to staging) and hardened environment isolation.
- Built the full stack: React 18 + Vite, Node.js/Express REST API, PostgreSQL + Prisma, JWT and Google OAuth 2.0, Twilio SMS, Resend email, Cloudinary; Dockerized behind Caddy with isolated staging and production environments and one-command deploys.

Curious Kutties: AI-Assisted Video Production Pipeline **2026 - Present**

Personal / family hobby project (kids' science videos)

- Built a community idea board with voting and a three-layer moderation pipeline: a rules engine, then LLM vetting for kid-safety and relevance (English, Tamil, Hindi), then human-in-the-loop admin review behind Cloudflare Zero Trust SSO.
- Built an end-to-end AI-assisted video production pipeline in Python that transcribes narration with Whisper, has an LLM generate scene plans (JSON), pulls matching stock footage from the Pixabay API with visual review sheets, renders 1080p episodes with titles, quiz cards, and transitions, mixes voice and music with automatic ducking, and publishes through the YouTube Data API.

EDUCATION & CERTIFICATIONS

M.S., Computational Data Analytics, Georgia Institute of Technology 2021
M.S., Industrial Engineering, University at Buffalo, SUNY 2011
B.E., Electronics & Instrumentation, Madras Institute of Technology, India 2009

Certified Six Sigma Black Belt (CSSBB), University at Buffalo | MicroMasters in Analytics, Georgia Tech