

Umar Farook.A

Senior Technical Product Manager | AI Automation, SaaS & Platform Integrations

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PROFILE SUMMARY

Technical Product Manager with 14+ years of experience leading SaaS, ERP, AI-enabled, and automation platforms from product discovery through production. Experienced in defining product strategy, owning feature roadmaps, writing Product Requirement Documents (PRDs), translating business requirements into technical execution, and delivering API-first enterprise software. Strong background in AI-assisted products, workflow automation, multi-tenant SaaS, analytics-driven decision making, and cross-functional collaboration across engineering, QA, design, and business teams.

CORE EXPERTISE

Product Strategy • AI Product Strategy • GenAI & LLM Applications • AI Workflow Automation • Prompt Engineering • LLM Evaluation • API Strategy • SaaS • Product Roadmaps • Agile Delivery • SDLC • Jira • Postman • Cloud Platforms • DevOps Awareness • Business Analytics

PROFESSIONAL EXPERIENCE

Senior Product Manager

ARIMCC, New York (Remote) | 2016 – Present

- Led and scaled cross-functional teams of 25+ engineers, designers, and QA to deliver enterprise SaaS products.
- Owned PRDs, user stories, API integration strategy, feature prioritization, sprint planning, and Agile product delivery.
- Operated, optimized, and scaled SaaS platforms to improve efficiency, scalability, and long-term business performance
- Defined and executed product strategy and architecture roadmap aligned with business and customer needs.
- Owned product KPIs including adoption, efficiency, delivery performance, and business impact
- Aligned product investments with ROI, cost efficiency, and profitability objectives.
- Architected multi-tenant ERP systems serving 80+ businesses
- Designed and scaled integration ecosystems across payments, CRM, and automation platforms to streamline operations and improve system interoperability.
- Improved operational efficiency by 30–50% through automation and workflow optimization

- Led product lifecycle from ideation to deployment and continuous improvement, collaborating with customers and operations teams
- Drove product decisions (build vs buy) based on scalability, cost, and business impact

Senior Software Engineer

RR Donnelley, Chennai | 2014 – 2016

- Developed enterprise applications with focus on performance optimization and UI/UX improvements
- Delivered scalable solutions in Agile environments with global stakeholders

KEY PROJECT HIGHLIGHTS

- **AI Workflow Automation Initiatives** : Designed AI-assisted workflows using LLMs to automate requirement analysis, business documentation, content generation, and customer support processes.
- **CCTV bot**: AI-powered computer vision platform for person identification, event detection, CCTV analytics, and automated incident reporting.
- **ERP SaaS Platform (Costbucket)**: Product-led multi-tenant ERP platform supporting finance, inventory, manufacturing, reporting, API integrations, workflow automation, and resource planning.
- **Subscription Platform**: Integrated CRM, POS, and payments, improving onboarding, adoption, and retention.

EDUCATION & CERTIFICATIONS

- Master of Computer Science – Bharathiar University
- Bachelor of Computer Science – Bharathiar University
- Generative AI Overview for Project Managers — Project Management Institute (PMI), 2026
- Agile Scrum Master — Simplilearn, 2026
- Product Launch & Go-to-Market Strategy — Great Learning, 2026
- Claude AI Workflows & Prompt Engineering — Anthropic, 2026

TECH STACK

SaaS Platforms • ERP Systems • API-first Architecture • Multi-tenant Systems
 PHP, Node.js • React.js • MySQL • QuickBooks • Zapier • ManyChat • n8n • ChatGPT • Claude
 • Gemini • DeepSeek • Power BI.