

Contact

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Top Skills

Vibe Coding

Product Management

Software Product Management

Certifications

Vibe coding

Product Prioritization Micro-Certification (PPC)TM#

Product Experimentation Micro-Certification (PEC)TM#

Artificial Intelligence Micro-Certification (AIC)TM#

Prabhakar Arya A

Product Manager | B2B SaaS | CRM, Forecasting & Deal Management | Building with AI
Chennai, Tamil Nadu, India

Summary

I'm a Product Manager at Zoho, owning four modules in Zoho CRM: Forecasting, Deal Management, Webforms, and Templates. In two years, I've shipped 6 features recognized in analyst evaluations - including AI-powered deal scoring, anomaly detection, and smart forecasting insights. Before product management, I spent 3+ years in technical support at Zoho Books, where I developed deep understanding of how B2B customers actually use software - the workarounds, the frustrations, the gaps between what's built and what's needed. That foundation now drives how I identify problems and prioritize what to build. What I work on daily: PRDs, wireframing, competitive analysis, customer research, sprint planning, and prototyping with AI tools like Lovable and Claude. I think in systems - designing for audit trails, hierarchy logic, multi-stakeholder workflows, and edge cases - not just happy paths.

Experience

Zoho

6 years 8 months

Associate Product Manager

February 2024 - Present (2 years 7 months)

Chennai

Own end-to-end product lifecycle for 4 CRM module: Forecasting, Deal Management, Webforms, and Templates - serving enterprise sales teams globally.

Shipped 6 analyst-recognized features in Forecasting and Deal Management, including AI-powered capabilities: Smart ZIA Insights with Deal Factors (At Risk, Likely to Win, Low Priority), Anomaly Detection, and intelligent deal scoring.

Designed complex B2B workflows: multi-level forecast hierarchies with recursive roll-up logic, Team Selling with multi-rep deal structures and revenue attribution, and Spam Detection with human-in-the-loop review for webforms.

Prototype feature concepts using Lovable and Claude before sprint planning. Author PRDs, create wireframes, conduct customer research, and drive cross-functional alignment across engineering, design, QA, and GTM teams.

Technical Support Engineer

October 2020 - February 2024 (3 years 5 months)

Tamil Nadu, India

Resolved complex accounting and ERP workflow issues across Zoho Books modules (invoicing, inventory, banking, payroll), building the deep product intuition and customer empathy that drove my transition to product management.

Identified recurring product gaps from support patterns and proactively surfaced improvement opportunities to Product Owners, directly influencing feature prioritization. Reduced new-hire onboarding duration by 33% by designing a standardized onboarding process. Led cross-functional ERP customer onboarding initiatives for seamless data migration.

Project Trainee

January 2020 - October 2020 (10 months)

Completed intensive product training on Zoho Books (accounting, invoicing, inventory, banking modules). Independently handled customer queries within accelerated ramp-up period, managing multiple interactions prioritized by severity.

CICO Technologies Ltd

Internship Trainee

May 2019 - July 2019 (3 months)

New Delhi Area, India

Conducted market survey contributing to strategic product positioning. Collaborated with marketing strategist on operational improvements.

Education

Velammal Engineering College

Bachelor of Engineering - BE, Civil Engineering · (2016 - 2020)

Dav Higher Secondary School, Gopalapuram
Higher School, Mathematics and Biology · (2014 - 2016)

Dav Boys Senior Secondary School, Gopalapuram
High School, CBSE · (2013 - 2014)