

MAYUR MITTAL - Senior Product Leader (AI & Workflow Automation)

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Senior Product Manager with **16+ years of total experience**, including **9+ years in Product Management** building enterprise SaaS and AI-powered automation platforms. Expert in **Agentic AI**, **Gen-AI**, and **Workflow Automation**, with a proven track record of transforming manual operational processes into scalable, intelligent workflows. At **Avalara**, led the vision for AI agents that automate complex research tasks, significantly reducing manual effort for internal service teams. Adept at leading cross-functional teams (Engineering, Data Science, Design) to deliver ethical, high-impact AI solutions that drive operational efficiency.

Core Skills: Product Strategy & Road mapping | Generative AI (Gen-AI) & RAG | SaaS Product Development | Legacy System Migration | UX Design (Balsamiq, Figma) | Agile/Scrum | Process Automation | Data Governance | Compliance Products | Stakeholder Management | Cost Optimization | Team Leadership | Cross-Functional Leadership | AI/ML Product Management | People Management | ITIL V3 certified

Industry: FinTech, Background Verification | **Languages:** SQL, Python | **Tools:** JIRA, Confluence, Figma (UX) | V0 (UX Prototypes) | Agile Product Ownership (Strategy, PRDs, User Stories) | Product (Roadmap, GTM, Adoption) | Wireframes

Work Experience

Avalara Technologies (FinTech) – *Senior Product Manager (Gen-AI & Automation)*

2020 – Present

Avalara Content Studio Assistant (Agentic AI & RAG) - Leading the "Content Studio" platform strategy, transforming how internal support agents manage complex compliance workflows through AI and automation

- **Vision & AI Strategy:** Conceptualized and is currently designing an **Agentic AI Pipeline** to autonomously source, extract, and manage global compliance content. This "AI Agent" acts as a virtual support analyst, automating multi-step workflows previously performed manually.
- **Workflow Automation:** Spearheaded **Gen-AI and RAG initiatives**, delivering a **Rate Extraction** solution that had been stalled for 24 months. Delivered the project in just 2 quarters, saving **2,000+ man-hours/month**.
- **Intelligent Classification:** Built a **Gen-AI Notice Relevance model** that automatically classifies incoming tax notices, reducing irrelevant noise by **50%** and freeing up **3 FTEs' worth of daily workload**.
- **Scalable Architecture:** Launched an in-house **Gen-AI Translation System**, replacing costly third-party vendors and saving **1,000+ hours/year** while improving accuracy for global markets.
- **Cross-Functional Leadership:** Lead a diverse squad of developers, data scientists, and QA engineers to deliver these AI solutions, acting as the primary owner for the Content Studio roadmap.

Automation & Product Transformation – Ideated, designed and delivered Content Studio

- **SaaS Transformation:** Founding member of the **Content Studio** platform (0→1), consolidating disparate tools into a single "One Content" vision.

- **Legacy Migration:** Successfully sunset **3+ legacy systems**, migrating complex workflows to the new platform and saving **\$100K annually** in maintenance costs.
- **Service Delivery Speed:** Deployed a scalable solution for global e-invoicing mandates, enabling research teams to complete compliance tasks in **hours instead of days**.

Sterling Check | Mumbai, India – *Senior Manager, Products*

2016-2020

Background Verification SaaS & Operational Efficiency

- **Team Leadership:** Built and managed a high-performing team of **7 Product Managers**, handling hiring, performance reviews, and resource allocation.
- **Automation at Scale:** Owned the **Court Direct™ fulfillment platform**, automating the sourcing and processing of background checks. Saved **\$2M+ annually** through automated content sourcing.
- **AI Integration:** Expanded product coverage by **25%** and launched **AI-enabled SmartData** features to enhance data accuracy and processing speed.
- **Strategic Growth:** Built a compliance system for NY Statewide operations, safeguarding **\$24M** in yearly transactions.

PREVIOUS EXPERIENCE

C-Ahead Technologies (*Consulting & Technology Services*) – *Senior Business Analyst*

2015-2016

- Led ERP discovery for Tappoo Group, winning an **\$800K contract**.
- Automated internal resume sourcing workflows, reducing hiring turnaround time by **50%**.

Sterling Check (SaaS Background Verification Solutions) – *Senior Business Analyst*

2013-2015

- Expanded *Court Direct™* coverage by automating **300+ US jurisdictions**, saving **\$1.8M annually**.
- Implemented *Go-QC strategy* to meet 90%+ SLAs with improved uptime and customer satisfaction.

Cognizant Technology Solutions – *Associate, Projects*

2010-2012

- Led automation of the ETL pipeline within **30 days**, significantly improving reporting timelines.
- Built and deployed BI reports and ETL pipelines for specialty oncology drugs, cutting data delays by **80%**.

Steria Sopra – *Systems Analyst*

2007-2010

- Built Hyperion reports and ETL pipelines for British Telecom.
- Won €2M offshore deal by delivering the client-winning POC; implemented *Changepoint PSA* globally.

Education & Certifications

Global MBA (Marketing) – SP Jain School of Global Management – Singapore/Dubai

May 2013

B.E. – Computer Science – Maharashtra Institute of Technology, Pune University

May 2007

AWS Certified Solutions Architect – Associate

Issued 2018

ITIL V3 (Credential ID 1102#311390859), Blue Ocean Strategy and Simulation, R Programming, OCA - 10G