Mahroof K

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Results-driven **PMP® and Google-certified** Senior Program, Project & Product Manager (MCA + MBA) with 12+ years of end-to-end delivery experience specializing in GenAI, Conversational AI, and enterprise-grade SaaS, Web, Mobile, and Cloud platforms.

Proven leader in building and mentoring cross-functional teams of 25+ across global accounts (HDFC Bank, Orange Telecom, Gillette, Sony MAX, GBM), consistently achieving 100% on-time delivery and measurable business impact.

Founder and CEO of Cedex Technologies, a digital products and AI solutions company (acquired 2022), with deep expertise in Agile/Scrum governance, AI-driven product strategy, cloud infrastructure, and high-traffic systems serving 2M+ users. Bridges business vision and engineering execution to deliver scalable, secure, and user-centric solutions aligned with OKRs and KPIs.

Core Competencies

- **Program & Project Management:** End-to-End SDLC Delivery, Agile & Scrum Governance, Waterfall & Hybrid Methodologies, Sprint Planning, Risk Mitigation, Scope & Change Management, Budgeting & Resource Allocation, Vendor Management, Stakeholder Management.
- **Entrepreneurship & Business Leadership:** Startup Founding & Successful Exit (Acquisition), P&L Management, International Revenue Growth (85%+ overseas), Strategic Planning, Business Development & Client Acquisition, Org Design & Team Scaling (25+), Mentoring & Coaching, RFP/SOW Authoring, Contract Negotiation, Account Management, Pre Sales & Effort Estimation.
- **Product Management:** Product Vision, Product-Market Fit, User Research, Requirement Gathering, Product Roadmap Strategy, Product Backlog, User Story Creation, MVP Delivery, Go-to-Market (GTM) Execution, Backlog Grooming, Testing, Maintenance & Support.
- **AI, Conversational AI & GenAI:** Generative AI Product Delivery, LLM Orchestration, OpenRouter, Custom NLP/NLU, Chatbot & Voicebot Delivery, Dialogflow, Rasa, IBM Watson, Amazon Lex, Twilio Flex, Alexa Skills, Google Actions.
- **Technical Leadership:** React, React Native, Node.js, Angular, PHP/Laravel, Python, Salesforce, PostgreSQL, MongoDB, MySQL, REST APIs, PWA, iOS & Android App Delivery.
- **Cloud, DevOps & Quality:** AWS (EC2, S3, RDS), CI/CD Pipelines, Docker, SonarQube, Code Quality Governance, Database Migration.

Experience

Product Manager | GenAI Conversational Platform

2025 Aug – 2026 March

AI-powered conversational product for enterprise clients. Led full delivery from zero to production ready MVP.

- Spearheaded end-to-end product delivery of an enterprise-grade GenAI conversational platform, taking it from requirements definition to production MVP, on schedule.
- Designed and owned the product roadmap, feature backlog, and release strategy; collaborated directly with C-suite stakeholders for MVP validation and sign-off.

- Recruited and led a full-stack cross-functional team across UI/UX, Frontend, GenAI, Backend, QA/UAT, and DevOps; established the entire SDLC and deployment pipeline from the ground up.
- Architected a scalable multi-model AI pipeline using OpenRouter for dynamic LLM routing, optimising cost and accuracy across query types.
- Implemented a dual-channel resolution model (AI-generated + human-assisted responses), improving resolution accuracy for complex enterprise queries.
- Drove predictable sprint execution through rigorous scope control, daily stand-ups, and milestone adherence, achieving 100% sprint delivery consistency.

Project & Program Manager | Centelon Solutions

2022 October – 2025 June

Australian-headquartered enterprise software company that acquired Cedex Technologies in 2022. Managed a 25+ member Agile delivery organisation across web, mobile, Salesforce, LMS, banking, and AI portfolios for international clients.

- Joined via acquisition of Cedex Technologies; retained to lead program delivery across an expanded global client portfolio spanning Australia, Europe, and India.
- Directed delivery of enterprise Conversational AI, Gen AI, Web, Mobile, Salesforce CRM, and LMS, Projects, achieving 100% on-time release across all critical accounts.
- Led complete project lifecycle: stakeholder requirement workshops, resource allocation, sprint planning, daily stand-ups, retrospectives, and go-live coordination.
- Managed Salesforce implementation and customisation projects end-to-end, coordinating across Salesforce architects, developers, and client CRM teams to ensure on-scope delivery.
- Managed banking-domain projects including HDFC Bank's Developer Portal, leading multi-vendor coordination across client IT, UI/UX, UAT, and Salesforce integration teams.
- Delivered enterprise LMS projects on Moodle, including custom module development, third-party integrations, and platform migrations for corporate training programmes.
- Owned pre-sales pipeline activities, solution design, RFP responses, SOWs, and cost estimations, contributing to 20% YoY deal closure growth.
- Implemented Agile best practices, retrospective frameworks, and velocity tracking that increased team throughput by 25% and improved deliverable quality.
- Proactively managed risk registers and scope-change governance, reducing delivery escalations by 30% and keeping all projects within approved budgets.

Founder & CEO / Head of Product & Delivery | Cedex Technologies

2013 Sept - 2022 Sept

Founded and scaled a Digital product and AI solutions company from start up to acquisition (2022), generating over 85% revenue from international clients across the US, Europe, Canada, and Australia.

- Founded and scaled Cedex Technologies from inception to a 25+ member organization, overseeing full P&L and strategic growth leading to a successful acquisition by Centelon Solutions in 2022.
- Pioneered a Conversational AI & AI/ML practice in 2016, building one of India's top teams to deliver chat/voicebot solutions across IBM Watson, Dialogflow, Rasa, Twilio Flex, Alexa, & Google Actions.
- Engineered custom NLP models for Hinglish (Hindi in English script) to power the Sony MAX Filmykaant bot, managing 2M+ unique users and 1M+ peak daily conversations.
- Directed Filmykaant and QuizMaster chatbots, both recognized globally as Top 10 Facebook Messenger Bots; QuizMaster was specifically selected for the FBStart program.
- Delivered digital transformation for global enterprise brands, including Orange (France Telecom), Gillette, Fevicol, GBM, Adani Power, and Sony MAX.

- Acted as Product Owner for AI-led SaaS platforms, designing and delivering Food Ordering, Survey, and Hotel Booking SaaS applications from roadmap to release.
- Led full-stack cross-functional teams across Web, Mobile (React Native), Backend/API development, and Cloud, managing the entire lifecycle from UI/UX to App Store submissions.
- Established enterprise-grade governance including Agile delivery frameworks, CI/CD pipelines, SonarQube quality standards, and AWS cloud infrastructure management.
- Owned end-to-end Pre-Sales and Business Development, authoring RFPs/SOWs and managing contract negotiations to drive sustained international revenue growth.

Key Projects & Impact

HDFC Bank Developer Portal | Project Manager – Enterprise Banking

- Led a **25+ member cross-functional team,** delivering a **secure, multi-component banking developer portal** for **HDFC Bank, one of the top banks globally**, on time and within budget.
- Managed multi-vendor delivery as the central liaison across client IT, UI/UX agencies, UAT vendors, and Salesforce integration teams.
- Directed the secure **migration of 4M+** banking records, ensuring 100% data integrity and full compliance with RBI security and regulatory standards.
- Deployed a cloud-native, AWS-hosted infrastructure with PostgreSQL, CI/CD pipelines, and SonarQube — achieving a zero-defect production release.
- Produced end-to-end documentation: requirements, solution architecture, security posture, and deployment runbooks, accepted by the bank's compliance team.

SonyMax Filmykaant Chatbot | Project Manager – Conversational AI

- Delivered India's highest-traffic entertainment chatbot serving **2M+ unique users** with peak throughput of **1M conversations per day** on Facebook Messenger.
- **Custom NLP:** Oversaw the end-to-end design and implementation of a bespoke Hinglish NLP/NLU model, developed from scratch to address the lack of available hybrid-language models at the time.
- Defined and operationalized the **Filmykaant persona,** positioned as the *Ultimate Bollywood Fan,* integrating trivia, real-time TV schedules, quizzes, and leaderboard-based gamification.
- **User Retention & Gamification:** Managed the rollout of viral features including a Bollywood quiz and engagement-driven content updates, resulting in high user retention and recognition within the Facebook FBStart and Top 10 Chatbots programs.
- Recognized by **Facebook FBStart** and listed among the **Top 10 Chatbots**, establishing the platform as a flagship conversational AI success story in India.

FoodDay – Multi-Restaurant Food Ordering Platform | Product Owner & Project Manager

- Defined **product vision, multi-tenant SaaS roadmap**, and go-to-market strategy **for a build-once, sell-to-many** food ordering platform deployed across **Web Application, PWA, Android, and iOS.**
- Led the end-to-end **Agile software development lifecycle,** converting business objectives into **epics, user stories, prioritized backlogs, sprint plans, and phased release roadmaps.**
- Owned **cross-platform product delivery on** AWS**, coordinating UI/UX (Figma), backend, mobile, PWA, and DevOps teams** through **iterative sprint-based execution.**

- Delivered **core platform capabilities including** secure payments, real-time order tracking, restaurant admin dashboards, and chatbot-based ordering**, ensuring feature parity and consistent UX** across channels.
- Acted as the primary **product owner and client-facing stakeholder, balancing inputs from multiple customers while managing scope, risks, dependencies, and release timelines.**
- Drove post-release analytics-led backlog refinement, resulting in 30% growth in platform user adoption and improved client revenue outcomes

Tools & Technologies

- Project Management: Jira, Azure DevOps, Zoho Projects, Trello, Asana, Basecamp, Confluence.
- Generative AI & LLM : RAG (Retrieval-Augmented Generation), LangChain, OpenRouter, Google AI Studio, Gemini API, CLIPDrop API, Prompt Engineering, LLM orchestration & evaluation
- Conversational AI:IBM Watson, Dialogflow, Rasa, Amazon Lex, Microsoft Bot Framework,Twilio Flex
- AI Productivity Tools: Claude, ChatGPT, Perplexity, Cursor
- Tech Stack (Managed): Salesforce, Node.js, Python, React, Angular, React Native, PHP, Moodle, SQL, PostgreSQL, MongoDB.
- Cloud & DevOps: AWS (EC2, S3, RDS), Azure, Google Cloud, CI/CD Pipelines, SonarQube, Docker
- Design & Collaboration: Figma, Adobe XD, Photoshop, PlantUML, Git, Hubspot.
- Frontend Development: JavaScript, React, HTML, CSS, Bootstrap, Tailwind CSS, WordPress, Webflow.

Education

- Master of Computer Applications (MCA) – Regular (Primary Postgraduate Degree) | 2010 - 2013 College of Engineering Trivandrum (CET), **Kerala's first and #1 ranked Engineering College**
- Bachelor of Science in Computer Science, 2007 - 2010 – Regular | EMEA College of Arts & Science
- Master of Business Administration (MBA) – 2014 - 2016 | IGNOU (Secondary Post-Graduation)

Certifications

- Project Management Professional (PMP®) – PMI (2025)
- Google Project Management Professional Certificate (2024)
- Google Agile Project Management (2024)
- Generative AI for Project Managers – PMI (2025)

Languages

English (Fluent) · Hindi (Proficient) · Malayalam (Native)

Personal Details

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