

Guhapriya Velu

PRODUCT LEADER | AI PRODUCTS, COMMERCE, LOGISTICS AND MARKETPLACES

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Product leader with 14 years of experience across consumer commerce, SaaS and logistics platforms, most recently as a Principal Product Manager at Amazon. Combines customer insight, technical depth and influence across global teams to take complex products from definition to launch. Delivered grocery selection expansion and ML-based marketplace pricing; now extending that experience through hands-on generative AI product development. Alongside product, I'm training toward an ICF ACC coaching credential.

CORE CAPABILITIES

Product strategy and roadmaps • Customer discovery • Zero-to-one launches • Platform product management • Cross-functional leadership • Prioritization and experimentation • Metrics and analytics • Engineering and data science collaboration

PROFESSIONAL EXPERIENCE

CoachOS | Independent project

In development

Current AI Product Work

Developing an AI copilot for coaches to turn session notes into grounded summaries and evidence-backed themes. Exploring LLM grounding, deterministic validation and evaluation, with coach review central to the product design.

Amazon

Apr 2019 - Mar 2026

Principal Product Manager, Oct 2022 - Mar 2026 | Senior Product Manager, Apr 2019 - Oct 2022

Relay Supply Product and Technology | Mar 2024 - Mar 2026

- Owned strategy and roadmaps for middle-mile transportation products across India, Japan, Mexico, Brazil, Australia and Middle Eastern markets; aligned global product and technology teams around regional requirements.
- Launched reinforcement-learning pricing for spot truck procurement in Japan, improving costs by 11%. Adapted an existing US model to regional marketplace needs, balancing transportation cost with successful capacity procurement.
- Partnered on historical-data preparation, market-specific model inputs, simulations and acceptance criteria for Japan and India, supporting evaluation before rollout.

Amazon Fresh India and Special Projects | Apr 2019 - Mar 2024

- Part of the two-person product team that launched Amazon Fresh India in 2019; owned cart, checkout, post-order and delivery experiences through launch and expansion.
- Led selection expansion from product definition to launch in three quarters, enabling 30K+ grocery items and a 7x increase in selection. New selection contributed an annualized 16% of grocery sales and 11% of units sold.
- Secured India and global stakeholder alignment for a unified shopping experience across fulfillment centers. Used customer insights and selection benchmarks to shape discovery, cart and checkout changes, with same-day and next-day delivery trade-offs.
- Delivered six India-first launches, including three Global VP-level goals. During COVID, launched three delivery features that helped Fresh resume operations and serve twice its business-as-usual capacity.
- Led cross-functional scope, prioritization, launch reviews and user acceptance testing across engineering, operations and finance; promoted to Principal PM in 3.5 years.

PROFESSIONAL EXPERIENCE (CONTINUED)

Paytm

Sep 2017 - Mar 2019

Deputy General Manager, Product

- Owned cart, checkout and order experiences across Paytm and Paytm Mall, spanning recharge, travel, movies and eCommerce.
- Launched the Exchange Old Product feature, delivering a reported 43% increase in GMV; led installation and repair services platform implementation for large appliances and cars and bikes.

Snapdeal

Jun 2015 - Sep 2017

Associate Director, Jan 2016 - Sep 2017 | Senior Product Manager, Jun 2015 - Dec 2015

- Launched a cloud logistics platform and Android rider app, delivering approximately INR 1.5 crore in annual savings and a 40% increase in delivery customer satisfaction after launch.
- Built real-time resource tracking, delivery-status synchronization and digital proof of delivery; supported last-mile delivery and hyperlocal pickup workflows.
- Led delivery across 15 backend, UI and app developers, four QA specialists and two designers. Enabled wallet and card-on-delivery features in one-third of the estimated time and defined rider performance metrics.
- At Unicommerce, owned multi-seller order management and real-time price synchronization across marketplaces, helping sellers manage orders and prices from one system.

Google

Dec 2014 - Jun 2015

Product Expert, gTech Product Solutions

- Improved automated and human ads-review tools supporting ad quality across Google and partner networks; defined and tracked vendor performance metrics for manual review.

Reliance Retail

Jun 2012 - Dec 2014

Strategy and Product Management

- Launched enterprise order and warehouse management systems for digital and apparel eCommerce; integrated native ERP inventory with the new commerce stack and contributed to omnichannel strategy and the grocery eCommerce pilot.
- Designed and implemented an Android picking and billing solution that increased order-processing rates by 40%. Promoted to Manager within nine months.

EARLIER EXPERIENCE

Microsoft

Apr - May 2011

Summer Intern

- Evaluated technology and cloud opportunities for small and medium enterprises in the auto-components sector through executive interviews and industry research.

Cognizant Technology Solutions

Nov 2009 - May 2010

Programmer Analyst Trainee

- Worked on Oracle and DB2 coding and testing for commercial banking modules for an international banking client.

EDUCATION

Indian Institute of Management Calcutta

2010 - 2012

PGDCM, General Management

College of Engineering Guindy, Anna University

2005 - 2009

BTech, Information Technology

ADDITIONAL BACKGROUND

Learning: Maximize Productivity With AI Tools; Transcend (2022-23); TA-101 workshop.

Writing: substack.com/@guhapriyavelu