

Mahadev Upadhyayula

AI Technical Product Manager | ex-PayPal | Builder of AI Workflow Products

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About Me

AI Technical Product Manager with 5+ years of experience building data-driven platforms and AI-enabled products. Former product engineer at PayPal where I launched merchant-facing features and analytics capabilities that improved user adoption and product decision-making. Experienced in product discovery, MVP development, and analytics-driven iteration. Currently building AI-powered workflow and operations platforms that automate decision making and improve productivity.

Skills

Product Strategy, Product Roadmapping, Customer Discovery, MVP Development, Product Analytics, Experimentation, OKRs, Agile/Scrum, SQL, Python, GCP, Machine Learning, NLP, API Integrations, System Design, Data Pipelines, LLM Applications, AI Product Development, Figma, Jira, Supabase

Projects

(click on the project title to read the detailed case study)

[AI Insight Journal](#) — AI-powered journaling platform that converts unstructured reflections into structured emotional insights using LLM interpretation.

[Relationship Intelligence Copilot](#) — concept for a LinkedIn relationship intelligence assistant that surfaces networking insights and engagement opportunities.

[Meal Planning Optimization System](#) — multi-agent architecture generating personalized meal plans optimized for nutrition, cost, and preparation time.

Key Achievements

- **Launched AI-powered merchant offer recommendation system** at PayPal increasing merchant offer adoption from **22% to 40% (+18 pts)** among active merchants.
- **Redesigned merchant onboarding flows** using funnel analytics and **A/B experimentation increasing** merchant activation from **48% to 63% (+15 pts)**.
- Built an agribusiness workflow platform improving operator productivity **40%** by reducing reporting and coordination time by **3 hrs/day**.
- Developed analytics dashboards used by product managers to monitor feature performance and guide roadmap decisions.

Professional Experience

Product Owner

G2 Organic Products (Agritech Platform)
2024 – Present

- Led product development of a **multi-agent agribusiness workflow platform**, integrating inventory tracking, communication tools, and analytics for farm operations.
- Reduced reporting and coordination time by **3 hrs/day** by automating reporting, dispatch coordination, and workflow tracking and improved operational productivity by 40%.
- Designed MVP roadmap and conducted usability testing with 15 farmers to validate operational workflows.
- Built analytics dashboards using Python, Supabase, and Power BI to track inventory, logistics, and operational performance.
- Integrated WhatsApp API to automate communication between field operators, inventory managers, and distribution teams..

Software Engineer (Product)

PayPal
2019 – 2024

- Owned development of merchant-facing product features including an ML-powered offer recommendation increasing adoption from **22% to 40% (+18 pts)** .
- Collaborated with product, engineering, and ML teams to deliver data-driven merchant tools across the PayPal merchant platform.
- Redesigned merchant onboarding experience using funnel analysis and experimentation improving new merchant activation from **48% to 63% (+15 pts)**.
- Built SQL and BigQuery product analytics dashboards enabling product managers to monitor KPIs and guide roadmap prioritization.
- Partnered with cross-functional teams to resolve platform constraints and accelerate feature delivery using CI/CD and Jira workflows.

Software Engineer

Donato Technologies
2018 – 2019

- Built internal QA automation tooling that **reduced sprint testing cycles by 25% and accelerated bug feedback loops**, enabling faster feature releases.
- Developed **AI/NLP-powered eCommerce chat assistant** that automated common customer queries **reducing manual support workload by 16%**.

Education

MBA in Marketing – IMT Ghaziabad (2023)
MSc in Engineering – Washington State University (2018)
B.Tech in Engineering – Indian Institute of Technology Dhanbad (2012)