

ASHVIN PARAMESWARAN

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WORK EXPERIENCE

ReadyTech

Feb 2020 – Present

Product Manager (Enterprise)(AI, Analytics, Compliance)

- ASX leader with 1000+ enterprise clients and 100M+ revenue; B2B SAAS solutions across edtech, payroll, HR, government and legal (<https://www.readytech.io>)
- I own the product strategy, vision and roadmap, and lead discovery, development and go-to-market for three enterprise edtech streams: AI, Analytics and Compliance.
 - AI/ML : New module/product to accelerate admissions lifecycle decision-making for TAFEs and Universities to automate workflows, personalise application journeys, predictively model student success and intelligently verify documents. Increasing data accuracy to 99%, reducing manual processing time by 90% and reducing time-to-admittance by 50% using a combination of LLM, generative AI, OCR and other ML and NLP technologies.
 - AI Policy : Founded Readytech AI guild; chair of Readytech Responsible AI Committee. Co-wrote with CIO Ready Generative AI Usage Policy. Led creation of Human AI Interaction UI/UX components for AI features.
 - Analytics : Launched product intelligence platform, implementing and integrating Google Analytics 4, Microsoft Clarity, NPS, SQL queries and custom CRM (Oztrak). Delivered data pipeline and real-time insights dashboard sourced from 200+ clients to drive decision making and feature prioritisation for the flagship JRPlus platform that deploys releases 12 times per year across 5 product teams in an Agile/Scrum environment.
 - Compliance : Launched compliant file and real-time API reporting for TCSI data across the VET and HE sectors, with over 1000 fields and endpoints created, modified, validated, and synced between client and government databases in a 2 year project. Successfully transitioned 20+ clients, preserving their government loan funding and directly contributing to Readytech's sales acquisition of new TAFE and university clients.
- New product capability & positioning won \$1M+ ARR in 2022; NPS increase 19 points; 95% retention in HE segment
- Sunset compliance legacy feature list by 50%; downgraded Compliance risks from Board monitoring (high) to BAU (low)
- Simultaneously coordinated 3 cross-functional product-design-engineering teams of size 5-10, led the first enterprise product trio and led 4 PMs across Readytech divisions to jointly present to the company wide Product Guild.
- Successfully implemented a continuous product discovery strategy with voice of customer usability studies, competitor analysis and market research. Procured licence, setup and trained PMs and designers on the Dovetail research platform across the Education business. Led year-round cadence of user interviews. Established a rigorous framework for converting hypotheses to plans to insights. A/B testing of propositions, prototypes and new features across userbase.

MintScale

Feb 2020 – present (part-time)

Product Lead (Automotive Digital Twin)

Feb 2019 – Jan 2020 (full-time)

- As an open-source project in 2019, I led grant sourcing and product development, secured \$250,000 in competitive international FOSS grants and launched B2C: (1) Edtech platform with streaming micropayments, (2) Unity tennis game, skate game, gallery, player hub, (3) Blockchain avatar generator and certification API
- In 2020, MintScale pivoted to commercialise and license its B2B automotive APIs. I shifted to a part-time role and lead the global product-design-engineering team (15 people) across Australia, South Africa, United States and India.
- In 2022, successfully launched production integration of digital logbook APIs with anchor client Carscan.ai for mobile AI inspection product with a stack across AWS, XRPL blockchain, IPFS and MongoDB, scaling to 1000 events per hour.
- In 2023, conducting a commercial POC with Motus, Kia OEM, Carscan.ai and Datadot to test digital product passports for fraud prevention and dispute resolution scaling to 500,000 cars annually across South Africa.
- Exploring fractional ownership, IOT streaming and pricing strategies for data monetization and data analysis.
- Leading product strategy, business analysis and roadmap for automotive digital twin technology for South African dealerships, workshops, banks and insurance companies, and expanding sales footprint across MENA and EMEA.

Western Sydney University
Director, Student Engagement

Aug 2017 – Jan 2019

- Led university Onboarding, Experience & Retention platforms
- Managed 35 FTE across 13 campuses and 4 departments
- Grew student clubs to 100+; 4000 events in 2018
- Implemented Ready for Western onboarding data product
- 4 X 2018 University awards for departments in my portfolio : Service, Engagement, Success, Learning

University of Sydney

May 2013 – Jul 2017

Head, Product and Services (Accommodation, Financial Aid, U-18, Childcare)

- On-premise product build + integration for CRM, Finance, ERP
- Managed \$25M opex, 13 direct reports, 50 indirect reports
- Delivered \$250M capital expansion, 20% increase in revenue,
- Delivered 100% occupancy, debt reduction from 5% to 0.3%
- Awards : Management Excellence, Operation of the Year, International Provider of the Year, DVC Indigenous Education

Unilodge

Apr 2011 – Apr 2013

Residential Life Manager

- Senior operations role - occupancy, revenue, engagement KPIs
- Led 20 FTE & 50 PTE across 7 sites; \$1M experience budget
- Achieved 100% occupancy and 40% revenue growth

Australian National University

Jul 2007 – Mar 2011

Lecturer | Sub-Dean | Academic Skills Adviser

- University portfolio for retention, engagement and leadership
- Online curriculum design; simulation-based learning
- 3 X Awards for Outstanding Contribution to Student Learning - College (2008), University (2009), National (2010)

EDUCATION

Australian National University

Jan 2006 – Dec 2008

Doctor of Philosophy (Asia & the Pacific)

Curtin University of Technology

Jan 2005 – Dec 2005

Bachelor of Social Science (First Class Honours) (Anthropology)

National University of Singapore

Jul 2001 – Jun 2004

Bachelor of Arts (Gold Medal) (Economics)

CERTIFICATIONS AND SKILLS

- August 2023 - Microsoft Certified : Azure AI Fundamentals. Credential ID : 759B1A9E63652F62
- Member of the NSW chapter of diversity4AI.
- Proven track record of owning a clear product vision, strategy and roadmap based on market research, customer insights, and competitive analysis; Leading cross-functional teams across multiple product streams
- Proficient in developing go-to-market strategies, creating compelling product messaging, A/B testing and driving successful product launches and user adoption in collaboration with marketing;
- Exceptional communication and interpersonal skills, with a demonstrated ability to manage expectations, resolve conflicts, and provide C-suite and executive with clear and data-driven insights into product performance and strategy
- Technical proficiency with Python, SQL, FastAPI, Streamlit, LangChain, Miro, Dovetail