



# YASH TODKARI

Product Manager | Product Strategy & Roadmapping | Aha! Certified Product Professional

## PROFILE

Aha! Certified Product Professional and double Master's graduate with experience in market analysis, requirements validation, and cross-functional coordination across consulting, travel, and eCommerce platforms. Authored original mixed-methods research on GenAI adoption in product discovery, surveying 82 PMs and benchmarking four enterprise case studies. Focused on translating market insight and structured research into clear product decisions.

## EXPERIENCE

### Global Consulting Program — Ohio University

Mar 2024

*EventForYou, Ancona, Italy*

- Led competitor and market analysis across a 1,200-partner network, identifying growth opportunities and translating them into strategic product recommendations.
- Built prioritization frameworks to evaluate commercial initiatives against business objectives and presented findings to senior stakeholders.

### Executive

Dec 2022 – Sep 2023

*EXL, Pune, India*

- Validated platform functionality against product requirements through structured analysis of 200+ weekly system errors, flagging gaps between intended and delivered behavior.
- Partnered with UK-based stakeholders to translate findings into clear requirements and prioritize fixes by business impact.

### Executive – Customer Management

May 2022 – Dec 2022

*Capita, Pune, India*

- Analyzed eCommerce platform performance, identifying recurring error patterns and informing functionality improvements.
- Maintained and analyzed product datasets to support customer experience decisions.

### Associate – Trainee, Air India Process

Mar 2021 – May 2022

*IGT Solutions, Pune, India*

- Owned booking-workflow issue resolution for an airline reservation platform, improving service recovery.
- Led the team during high-volume periods; trained and onboarded new hires.

## EDUCATION

### Double Master's Degree (Erasmus Program)

Graduated Jul 2026

*International Management (MIM) — Gdańsk University of Technology, Poland*

*International Economics & Commerce, Business Org. & Strategy (IEC-BOS) — UNIVPM, Ancona, Italy*

### Bachelor of Arts — Economics

2019 – 2021

*Savitribai Phule Pune University, Pune, India*

## MASTER'S THESIS

### Generative AI in Product Discovery: Adoption Patterns, Perceived Value, Barriers, and Role Evolution Among Product Managers — UNIVPM x Gdańsk Tech

- Designed and led a mixed-methods study — 82-PM survey + 4 enterprise case studies (Figma, Notion, Miro, Atlassian) — on how Product Managers adopt GenAI in product discovery.
- Developed an original 5-stage GenAI Adoption Maturity Model and the "Discernment Principle," reframing AI adoption as a question of calibrated trust rather than usage volume.
- Findings: 93% of PMs use GenAI daily, yet trust in outputs (3.43/5) consistently trails usefulness (4.09/5) — direct implications for product risk and AI governance strategy.

## CONTACT

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## SKILLS

- Product Roadmapping & Strategy
- Market & Competitive Analysis
- Requirements Gathering (PRDs, User Stories)
- KPI Tracking & Reporting
- A/B Testing & Experimentation
- Stakeholder Management
- Agile / Scrum
- Data-Driven Decision Making

## TOOLS

Jira · Confluence · Figma · Miro · Trello  
SQL (MySQL) · Power BI · Google Analytics  
Aha! · AI Tools: ChatGPT, Claude, Perplexity

## CERTIFICATIONS

- ★ Aha! Certified Product Professional
- PSPO I — Scrum.org (in progress)
- Product Management: Building a Product Roadmap
- AI for Product Management
- Product Led Fundamentals

## LANGUAGES

English — C2  
Hindi — C2  
Marathi — Native  
Italian — B1