

Sagar Ahuja

Senior Product Manager | AI-Enabled Growth | Monetization | Personalization & ML | Lifecycle & Retention | Loyalty Design

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SUMMARY

11 years overall, 7 in product - built around one question: why users behave the way they do, and building the systems that turn that understanding into sustainable growth. Across Skillz and Games24x7, shipped loyalty redesigns, personalization infrastructure and ML-driven communications across B2C platforms with 10M+ users - improving D14 retention by 10% and reducing incentive costs by 30%. Currently building independently at sagarahuja.co

EXPERIENCE

Senior Product Manager

03/2025 - 02/2026

Skillz

Bengaluru, India

Overhauled multi-year lifecycle and monetization strategy for a publicly listed US B2C platform - unifying loyalty, communications, and personalization into a coherent end-to-end user journey.

- Redesigned **loyalty program reward** logic to tie incentives to user actions instead of static tier membership - reducing reward spend by 30% and driving **9% net revenue uplift** through higher engagement.
- Identified a Daily Challenges design flaw causing abrupt user progress resets - **reprioritized roadmap** to fix root cause over new feature delivery, improving **D14 retention by 10%** and delivering 5% net revenue uplift.
- Aligned Marketing, Analytics and Engineering to rebuild lifecycle targeting from batch to real-time, delivering **6% net revenue uplift** and uncovering 2 undetected funnel drop-offs.
- Uncovered an unaddressed operational gap in campaign execution and built a **0 to 1 AI-powered lifecycle tool** - automating end-to-end campaign creation, targeting, and reporting, reducing execution effort by **50%**.

Senior Product Manager

06/2019 - 02/2025

Games24x7

Bengaluru, India

Led platform and growth product strategy for Indian B2C apps with 10Mn+ users - scaling retention, monetization, and experimentation across all products.

- Anchored app redesign in **user research across 100+ players** - building a configurable, real-time architecture serving distinct experiences per cohort, improving new user retention by **9%** and existing user revenue per user by **3%**.
- Established **org-wide experimentation platform from scratch** for A/B testing, feature flags, and instant rollouts - removing release cycle bottlenecks across all product teams and cutting app release dependency by **82%**.
- Designed a **dynamic monetization system** targeting each user's specific friction point across frequency, session value, and retention - driving **15% revenue per user uplift** for new users and 4% for existing users.
- Defined **analytics and monitoring platform** strategy enabling visibility across funnels, cohorts, and health metrics - reducing issue detection time from **2 days to 5 minutes** and eliminating engineering dependency for data access.

Fellow & Fellow Advisor

06/2016 - 04/2018

Teach For India

Bengaluru, India

Owned program strategy and execution for 1,000+ students and 25+ Fellows - designing solutions, driving adoption, and scaling impact through institutional partnerships.

- Designed and launched 'Tarabati' - a digital learning program for 20+ government teachers - delivering **65% improvement** in student learning outcomes.
- Built and scaled 11+ institutional partnerships including **Harvard University, Apple, and Cisco** to deliver high-impact learning programs at scale.

Business Development Manager

06/2013 - 05/2016

Tech Mahindra

Nigeria & India

Owned end-to-end market entry and business development for West Africa - building commercial presence from the ground up in an unfamiliar market.

- Led West Africa market entry - identifying opportunities, building go-to-market solutions, and driving **\$100K in annual revenue** in a new market.
- Defined data governance framework and business rules for enterprise reporting systems, improving data quality from **5% to 95%**.



AI PORTFOLIO

<https://sagarahuja.co/>

EDUCATION

Indian School of Business (ISB)

MBA

2018 - 2019

Hyderabad, India

University of Petroleum & Energy Studies (UPES)

B.Tech.

2009 - 2013

Dehradun, India

CERTIFICATIONS

Stanford Graduate School of Business

07/2023, Product Management

Indian Institute of Foreign Trade (IIFT), Delhi

03/2016, Sales & Marketing

AWARDS

Games 24x7 Business Impact Award

ISB Torch Bearer Award

ISB Merit Scholarship Award

Tech Mahindra Excellence Award

OUTSIDE WORK

National Level Chess Player

Represented Haryana at 4 National Tournaments; Represented India at 1 International Tournament

Travelling

Roots across 4 Indian regions and Nigeria; kept exploring ever since - 15+ countries, 5 continents

Martial Arts

Trained in Karate - Brown IV belt