

VISHAL JHA

AI Enablement | Digital Transformation | Technical Product Management | Ad-Tech | Business + Technology

+91-7889259203 | Gmail: vishal.jha2898@gmail.com | LinkedIn: <https://www.linkedin.com/in/vishaljha-vj/>

SUMMARY

Strategic AI Enablement Leader uniting data, technology, & business to deliver enterprise-wide transformation & competitive advantage

EXPERIENCE

Keva Fragrances & Flavours | Speciality Chemicals Manufacturing

AI Enablement Manager, CIO's Office

June 25 – Present

Driving enterprise-wide AI enablement and automation across R&D, marketing, operations, finance, and corporate functions

Generative AI & Predictive Modeling

- Led end-to-end design & development of an on-prem chatbot using RAG architecture to enable secure, natural-language querying of proprietary market research data, improving decision speed, and consumer alignment while reducing rework cycles.
- Developing LLM-based model to annotate top, middle, base fragrance notes from composition, improving formulation reuse
- Developing an AI-driven sales forecasting tool leveraging historical SKU level demand & customer onboarding data
- Developing "GCMS intelligence" model to analyze spectral data & uncover molecular correlations for accelerated R&D innovation

Process Automation

- Owning CRM rollout & change management for improving sales funnel transparency and customer acquisition efficiency
- Led automation of expense reimbursements by building a tool while co-ordinating with Finance, HR, & external vendor teams
- Designing Hub & Spoke procurement model to centralize sourcing & automate replenishment across plants

Data Infrastructure & Governance

- Redesigning & automating workflows for master creation, implementing a centralized data lake, enforcing standardization across the group for data consistency, streamlined reporting, and audit traceability

Change Management & Capability Building

- Launched internal newsletter to showcase AI & digital initiatives, boosting adoption, inter-team collaboration, technical branding
- Identified & onboarded a new vendor for technical outsourcing, reducing project costs by ₹10L (33%) through strategic negotiation
- Building an in-house AI & development team, driving talent acquisition, capability setup and project pipeline planning

6sense Insights Inc. | B2B Ad-tech firm (Account Based Marketing) | SaaS

Software Development Engineer II

June 20 – March 24

Owning end-to-end product development and data-driven growth initiatives aligned with business strategy

Product Management

- Conceptualized and launched internal A/B testing platform that enabled 50% faster experimentation by non-tech teams
- Led 5+ AI projects, including 'Campaign Assistant' for targeting & budgeting decisions, reducing creation time by up to 90%
- Collaborated with ML team to deliver up to 300% increase in ad click-through rate by revamping targeting and prioritization logic

Product Development

- Designed & launched privacy-first ad features, enhancing compliance with GDPR and CCPA standards.
- Increased segment revenue by 30% (~\$500K/year) through development of Auto-Retargeting feature.
- Mitigated data exposure risks by 80% via rollout of Role-Based Access Control for sensitive data protection.

Leadership and Team Building

- Conducted workshops for 10+ engineers, enhancing deployment efficiency and reducing manual code execution time by 50%.
- Developed scalable documentation and coaching processes, decreasing new hire onboarding time from 15 to 3 days.
- Led cross-functional proof-of-concept cycles, accelerating feature delivery from six to four months on five launches.

Process Optimization and Risk Management

- Expanded automated test coverage, reducing faulty product releases by 30%. SPOC for team code reviews for security.
- Saved INR 3M/year in analyst effort by developing automated dashboards to provide instant performance insights.

SKILLS

Technical: Python, Django, Data Visualization, GenAI (RAG, LLMs), Reinforcement Learning, Machine Learning

Strategic: Product Strategy, Change Management, Digital Transformation, Stakeholder Management, Vendor Negotiation

EDUCATION

Indian School of Business (ISB) Hyderabad

MBA (Strategy and Marketing) | April 2025

Indian Institute of technology (IIT) Goa

B.Tech (Computer Science) | July 2020

AWARDS & HONORS

- **NTSE Scholar (State Rank 1 - Haryana, National Top 0.1%/70k+):** Awarded by Govt. of India for academic excellence
- **KVPY Fellowship (Top 1%/100k+):** Awarded by Indian Institute of Science (IISc Bangalore) for exemplary scientific acumen
- **Dean's List & Merit List Awardee** at ISB